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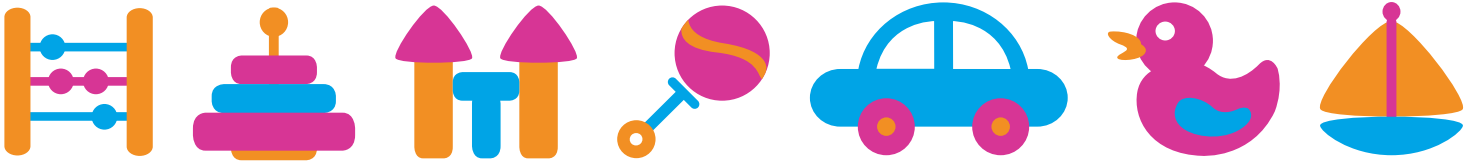
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TOY LIBRARY

Nurturing Talent – Learning Through Play



Toy Library

Nurturing Talent-Learning Through Play

A Thesis submitted to the
Faculty of the College of Imaging Arts and Sciences
in candidacy for the degree of
Master of Fine Arts in Graphic Design

Prachi Kapadia

Rochester Institute of Technology
School of Design, Graphic Design
Rochester, New York
10 October 2014

"When children play, they're working on learning about themselves, about other people, and about the world around them. When they use their imagination they're using abstract thinking essential for school learning and for creative thinking and problem-solving all through life"

Fred Rogers

Approval of Thesis

Chief Advisor **Nancy Ciolek**, Associate Professor
School of Design, Graphic Design

X _____
Signature of Chief Advisor Date

Associate Advisor **Lorrie Frear**, Associate Professor
School of Design, Graphic Design

X _____
Signature of Associate Advisor Date

Associate Advisor **Stephen Scherer**, Lecturer
School of Design, Graphic Design

X _____
Signature of Lecturer Date

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Abstract

Toy Library, Nurturing Talent: Learning Through Play

Prachi Kapadia

The concept of the Toy Library originated during the Great Depression, when it was noticed that children were stealing toys, as they could not afford to buy them. Due to the concern of rising theft, a library was started where children could borrow a wide variety of toys. It also helped to encourage the values of honesty, responsibility and good citizenship. Since then, many toy libraries have sprouted across the United States. The concept, however, is not prevalent in other countries around the world. Hence, many people are, as yet unaware of its benefits, which include, providing an environment of abundant playing opportunities, building communities and serving as a critical educational resource for a child's development and unstructured play.

This thesis provides an opportunity to **promote the benefits of a Toy Library. Besides generating public awareness, it also serves as a marketing campaign** enabling the audience to understand the idea behind the Toy Library. The new identity design and brand awareness campaign attempts to **convey a specific message to inform and motivate people to join the service**, as well as to encourage learning and playing through the sharing of toys. The applications of the campaign act as a tool to educate parents on the merits of a Toy Library in child development, thereby empowering them to be a part of this service. It also helps to facilitate in **bringing all toy libraries under one roof**, ensuring a stringent standard, as well as consistent facilities and programs across the United States.

Research was conducted and data was assembled from various sources such as Toy Library websites, videos on toys and early child care books, as well as articles on advertising campaigns. **Online and physical surveys** created to gather valuable feedback, as well as opinions regarding Toy Libraries. **A visit to the Toy Library in Rochester** was conducted to observe its day-to-day functioning. **Personal interviews with parents and toy librarians** were conducted out to gather information about their experiences at the Toy Library.

After **understanding the gaps from the collected data** a planogram of applications was created **to approach the target audience**. Also, all barriers from content development to execution of this project are addressed in the final applications.

Final applications are divided in two categories: **Brand Identity and Awareness Campaign**. Brand identity applications include logo design, symbol design, stationery design, brochure, label design, t-shirt and bag design, interior signage and vehicle design. Awareness campaign applications include posters, magazine ads, newsletter, e-mailers and other promotional designs, as well as online and digital applications such as website design, Facebook and Twitter page designs, web banners and opening logo design.

Usability testing was conducted, which gave **positive feedback** regarding print and online applications, and its objective to create awareness about Toy Libraries.

Blog prachikapadia.blogspot.com

Posts regarding Toy Libraries can be found here

September 2012 - May 2014

Keywords

graphic design, toy library, brand awareness campaign, marketing campaign, identity design, visual communication, print and online applications, playing, learning, sharing, information, education, parents and children, toys, importance of play.

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Section 1

1.0 Introduction	11
1.1 Situation Analysis	13
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1.4 Target Audience	17

The Toy Library is a venue where parents, grandparents and/or caregivers can borrow toys, games and puzzles. It is designed to promote learning through play. At the Toy Library, a child learns to be creative, imaginative and develop concentration. It promotes a better communication of relationships, as it provides an opportunity for both parents and children to come together, interact with other families and build communities. While playing with toys in a Toy Library, children learn the concept of sharing and interacting; they learn to become more responsible knowing that there are others who will be using the same toys after them. It helps parents educate their children on the importance of Play and to better understand at which age a particular toy is important for their child's development.

The Toy Library also emphasizes being eco-friendly, by minimizing the purchase of toys, this reduces over-consumption of plastic and other materials.

Although the concept of Toy Library originated in the United States and offers a valuable service to the community, it has unfortunately found limited support. There are a lot of people who are unaware of this service and its benefits. This concern raises the question about the best methodology for creating awareness about the Toy Library.

Currently, there are around 400 Toy Libraries in United States and a lot of information regarding Toy Libraries is available on the Internet. Designing an awareness campaign on a Toy Library program will serve as a critical educational resource for a child's development and unstructured play.

The Toy Library campaign has immense potential for parents with children up to 9 years, teachers, daycares, therapists, nursery schools, donors, companies and organizations. The campaign emphasizes the importance of play and playthings that are essential for child development; thus informing, educating and motivating people to join the service.

The identity design system reflects fun, play, simplicity, forward thinking, energy and enthusiasm. The campaign provides an opportunity to bring all toy libraries under one organization, ensuring a stringent standard, as well as consistent facilities, programs and toys across the United States. It encourages individuals and organizations to join the service, start and promote toy libraries, and create a large network. It provides an initiative to protect the environment by reducing toy purchases. The applications of the campaign emphasize the importance of play and creative expression in learning and cognitive development.

Playtime activity assumes an essential role in a child's early development. It encourages the child to be creative, imaginative and helps develop concentration. It helps the child to build cognitive and motor skills, improves hand-eye coordination and provides the opportunity to interact with other children. Experts such as neuroscientists, developmental biologists, psychologists, social scientists and researchers are of the collective opinion that Play is a profound biological process that helps to shape the brain.

Playtime activities involve a child's interaction with various kinds of toys. Toys teach children to sit up, walk, talk and help in exercising their muscles, as well as their minds. Thus, toys form an integral part of a child's playtime activity as well as its developmental age.

Communities throughout the world stress on the fact that every child has a right to play and toys are the tools that teach children about the world, and their place in it. It was this belief that gave rise to the Toy Library, a concept that originated in the United States. A Toy Library functions like a lending institution from which toys can be checked out. It can also be referred to as a concept of 'borrowing'. The main principle of the toy lending service is to develop a wide range of skills and allow each child his or her right to play. It also fosters child's development and thus serves an important educational purpose.

The first Toy library was established in Los Angeles in 1935 during the economic hardships of the Great Depression. This came about due to the rising theft of toys among young children during those years. The Toy Library was established for supporting values of good citizenship such as responsibility, cooperation, courtesy of ownership rights, sharing with others and building community. Since then, many Toy Libraries have started across the United States. However, this concept has been slow in spreading and therefore not well received in other countries. As a result, there are many people who are still unaware of the concept of a Toy Library and its benefits, and some who perceive it as a mere lending service offered to special children. It is therefore of great importance to

propagate not only the concept of the Toy Library, but also its benefits. It includes providing an environment of abundant playing opportunities and affirming values of honesty and sharing among children. It also helps in building communities, as well as serving as a critical educational resource for a child's development and unstructured play.

Among other benefits, a Toy Library would help protect the environment by reducing the purchase of toys by individual families. Children often demand new toys, (as they are bored playing with the same ones), which often leads to overconsumption. Most importantly, people need to recognize the eco-friendly importance of the Toy Library. The majority of plastic toys cannot be recycled, thus contributing to environmental pollution. By ensuring strictness in standards, a Toy Library would reduce such environmental hazards.

In recent years due to the increasingly sophisticated and heavily marketed entertainment options such as indoor playgrounds, water and amusement parks, daily 'play' is sold and turned into a consumable product. With the rigors of academics and homework, children have less and less time for free play. During a child's free time, unstructured playtime is often filled with sports and other activities. In today's fast paced, globalized world where most playtime activities are in the form of structured environments, how can we convey a message to inform, motivate and direct the attention of the audience towards the importance of unstructured play and benefits of the Toy Library?

Has there been any awareness campaign to inform the audience of the importance of play and benefits of joining a Toy Library? "Parents are a crucial socializing agent of their children in the marketplace".¹ Marketing research has proven that parents affect their children's development of consumer habits and skills. The idea thus begs the question, "Has there ever been a visual design solution about the good green idea of a toy library that reduces cost of ownership, space in the house, allows a child to play with new and unique toys in a single ownership model and reduces environment pollution?" How can we create awareness, inform and educate the audience, and create desire for a good design?

Due to the lack of awareness of Toy Libraries and their many benefits, parents are uninformed about the resources available for their child's development and play. The Toy Library campaign provides an opportunity to inform, educate and promote the benefits of the Toy Library enabling people to join the service, and those unaware to change their beliefs and opinions about it.

1.4

Target Audience



Parents and
their children
between Infants
to 9 years



Teachers,
Daycare providers,
Therapists and
Nursery schools



Donors



Companies,
Organizations,
Government and
Foundations

The primary target audience for my research and applications are parents between the ages of 23 and 40, and their children (Infants to 9-year olds). For surveys and personal interviews, the target audience consists of parents, expectant mothers, children caregivers, librarians and pre-school teachers who may or may not be, associated with a Toy Library.

Persona A



Age

32 years, Female

Occupation

Professional

Julie is a single mother with two young children of ages 3 and 5 years. Her children attend preschool while she works. At the end of the day, Julie is exhausted but finds time to spend with her children. She likes to attend and participate in different programs and events that help improve her as a parent, as well

as provide different opportunities for her children. She likes to read magazines, articles on parenting, childcare and education. She has to budget her finances, as she has children to take care of and a home to run.

Technology

Laptop and desktop user.

Persona B



Age

34 years, Male

Occupation

Senior Manager in a bank

Steve is a 34-year old senior loan manager for a bank. He and his wife, both working professionals, have a 2-year old daughter. Steve enjoys going out on family outings and playing with his daughter. He enjoys being a part of the community and looks forward to upcoming events. He likes reading community newspapers and socializing with his neighbors. He is a member of the environmental protection organization in his community. Being the only child, he is anxious to ensure that his daughter understands the values of sharing, respect, honesty and responsibility.

Technology

Computer savvy, understands smart phones and technology, Owns an iPad or a Kindle to read ebooks, check blogs while going on family outings.

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In addition to reading various articles and newsletters on the Toy Library, this thesis required an extensive background and understanding of how a Toy Library operates in real life. In order to observe day-to-day functioning of a Toy Library and become more knowledgeable on the subject matter, an in-depth survey and review of literature was done. Meetings with parents and a visit to a Toy Library in Rochester, New York was carried out to understand the experiences at the Toy Library. In order to truly know how a Toy Library operates, it was critical to interview and converse with the toy librarians (Lincoln Toy Library in Rochester, NY).

Printed materials, articles, newsletters, books and new approaches on Toy Library were analyzed and noted to find ways to create awareness about the Toy Library and its likely benefits. Despite the fact that there is so much information available on the Internet about toy libraries, there has been no awareness as yet translated into action. The research paper on Toy Library: 'Learning through Play with Toys' by Urania Kapella was the base is to start the research process, which helped in understanding the history of the Toy library.

Feedback from surveys, interviews and meetings were taken into consideration during the ideation phase while making an attempt in designing the final applications.

- Conveying a **specific message to inform, educate and motivate** the audience to join the service.
- Featuring **simple, fun, memorable and engaging** information for the user.
- Creating awareness with different ways of communication that is **effective, entertaining and engaging**.

Toy Libraries: Learning through Play with Toys

Urania Kapellaka, 1992

The author gives a general, positive overview of the Toy Library movement and how it can help children in their developmental. The article explains the need for starting a toy library. It focuses on its goals and benefits and gives a brief overview of toy libraries all over the world.

A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries Journal of Public Policy and Marketing

Lucie K. Ozanne and Julie L. Ozanne, 2011

The research paper concentrates on the personal experiences of parents and children who are active members of toy libraries. It covers a child's right to play and gives information about the toy library system. It explains the policies, concept of borrowing and the functional benefit of toy libraries. The paper contains statistics, data, and comments by parents and children. It also points out the importance of play in a child's life, social structure, public policies and the feedback of interviewing parents and children about Toy Library experiences.

Toys and American Culture: An Encyclopedia

Sharon M Scott, 2009

The author provides information on the toy industry and culture in America. The encyclopedia focuses on the growing significance of toys, their development and influence in society. It also includes interesting historical pictures, information about who developed toys, excerpts on toy museums, toy companies and the important toy trends in America. The book helps in understanding the toy culture and its background in America. It also gives knowledge about the delightful past and the inspiring future of American Toys.

Plastic Pollution (Hot Topics)

Geof Knight, 2012

The author gives an overview of the increasing use of plastic products that harm the natural environment, as well as how the convenience of plastic in our everyday life comes at a price of overconsumption. The author brings out the facts about plastic pollution and its effects. He also talks about the history, manufacturing of and problems with plastic.

Street Smart Advertising

Margo Berman, 2010

The author gives an overview about discovering the exciting strategy based on Ads and Campaigns. The book remarks on the thinking and the creative process involved in building concepts for ad campaigns. It also focuses on how to engage the users and connect them through the conceptual process related to creative strategy.

Play All Day: Design for Children

Robert Klanten, Sven Ehmann and Floyd Schulze, 2009

‘Play All Day’ documents a collection of the brightest, most motivating and engaging design products and concepts for children. The book gives examples of innovative and well-designed toys, playgrounds, play environments, furniture and kindergarten architecture. It includes everything related to children ranging from toys to sustainable furniture designs. It is a helpful source for the exploration of art into play. It is innovative, inspiring and imaginative.

The Parent/Child Toy-Lending Library; an educational product of the Far West Laboratory for Educational Research and Development

Fred Roseau and Betty Tuck, 2010

Fred Roseau and Betty Tuck provide insight into securing and installing the parent-child toy lending service. The authors cover the implementation of toy lending services for educational purposes. It teaches parents to use a variety of toys at home to stimulate the growth of the child's intellectual skills and enhance his or her self-concept with the help of the Toy Library.

Early Child Care

Caroline A. Chandler, Reginald S. Lourie and Anne DeHuff Peters, 2011

The author demonstrates the importance of early child-care during a child's development age and the influence of the outside world in developing skills and learning moral understanding. The book covers topics on child development and the importance of parent-child attachment bond.

Made to Stick: Why Some Ideas Survive and Others Die

Chip Heath, Dan Heath

This book explores the characteristics of good ideas that "stick" and the ones that don't. The authors talk about communicating ideas in a way that make them memorable and sticky. The concept that Chip and Dan Heath offers, consists of six qualities to make the idea sticky and is a helpful source while designing an advertising campaign.

Designing Brand Identity: An Essential Guide for the Whole Branding Team

Alina Wheeler, 2012

The author demonstrates case studies of identity and branding around the world. The book deconstructs every single step in the branding process, which makes it easier to understand. This book is a good source for creating and implementing effective brand identity.

A History of Toy Lending Libraries in the United States since 1935

Moore, Julia E., 1995

In this research paper, the author traces the history of toy libraries, a facility started for children, parents, therapists, care providers and teachers. The research paper helps in understanding the history of Toy Library in the United States.

The Advertising Handbook

Helen Powell, Jonathan Hardy, Sarah Hawkin, Iain MacRury

The authors demonstrate practices and perspectives of advertising. It is a great source for noting down advertising principles and different techniques of persuasion for effective advertising.

History on Toy Library

The first Toy Library in the United States opened in Los Angeles in 1935. The International Toy Library Association has verified it as the oldest in the world. The formation of the first toy library began in the summer of 1934, during the "Great Depression", which was the worst economic time in the history of the United States. It is said that during this time a manager of a dime store in Southwest Los Angeles noticed children stealing toys, as they could not afford to buy them. After observing them for few days he reported this problem to the probation department. The investigation from the probation department revealed that the children were not typical thieves or pickpockets by nature. The storeowner and the probation manager decided to approach the counsel of Mrs. Gertrude Peddie, the principal of the school the boys attended. Mrs. Peddie said that the boys were from good homes. They had resorted to stealing as their parents, afflicted by the economic crisis, could not afford to buy them toys they wanted. To stop the children from stealing toys, the three decided to come up with a plan to open a toy library where parents and children could borrow and return toys in the same manner as a book library. This program was initiated to teach character traits such as sharing, honesty, courtesy, responsibility and integrity.

The idea of starting a toy library was put forth to a group of people who were interested in the well being of the community. This led to the opening of the first toy library in a garage, near Manchester Park playground on May 6, with the help of a collection of used and new toys from volunteers. Soon, it became popular in the community, as well as in the neighboring towns and eventually expanded into a network of about 60 sites. Since then, many Toy Libraries have sprouted across the United States.

There are about 400 toy libraries around the United States, about a quarter of which offer adaptive toys, estimates Judy Lacuzzi, Executive Director of the USA Toy Library Association in Evanston, Illinois.²

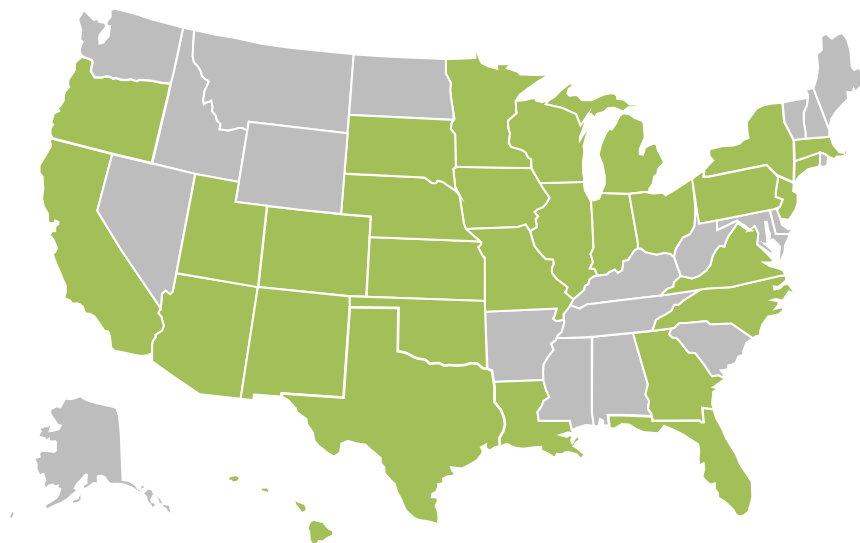
Benefits of a Toy Library

The benefits of toy libraries are extensive. The benefits are summarized in brief below:

- Through the Toy Library, parents and caregivers have access to a variety of educational toys, puzzles and games on a regular basis
- It provides a safe place to play and meet other children and families, as well as build communities
- It strengthens the parent-child relationship
- It provides an environment of abundant playing opportunities and affirming values of honesty and sharing among children
- It encourages the child to be creative and imaginative
- It helps develop concentration among children
- It helps to build the child's cognitive and motor skills and improves hand-eye co-ordination.
- It aims to support families and encourage parents to spend time playing with their children
- It helps parents and caregivers understand the importance of Play, and serves as a critical educational resource for a child's development and unstructured play.
- The Toy library helps in finding toys that suit the abilities of children with special needs and in developing their vital skills.
- It protects the environment by reducing the purchases of toys made of plastic and other materials hazardous to nature by individual families
- Toy librarians ensure that children experience very positive adult-child interaction, something which is often lacking in families due to the stresses of modern life.³

Toy Libraries in United States

Below is the map showing Toy Libraries in the United States. The list is obtained from the existing USA Toy Library Association directory from their website.⁴



Name of States	Number of Toy Libraries
Arizona	2
California	73
Colorado	5
Connecticut	11
Florida	21
Hawaii	1
Illinois	28
Indiana	4
Iowa	6
Kansas	14
Louisiana	2
Massachusetts	2
Michigan	5
Minnesota	18
Mississippi	1
Missouri	5
Nebraska	11
New Jersey	4
New Mexico	10
New York	10
North Carolina	2
Ohio	70
Oklahoma	3
Oregon	3
Pennsylvania	15
Texas	4
Utah	1
Virginia	3
Wisconsin	5

2.5

A Visit to a Toy Library

Visited a local Toy Library in Rochester, New York to understand its day-to-day functioning. The Lincoln Toy Library has around 5,000 toys appropriate for children, ages 0-9 and works closely with daycare providers and schools to enrich play experiences between children and their caregivers. Below are few pictures taken during the visit to the library.



An online and physical toy library survey was carried out to collect information, users' feedback and opinions on the Toy Library. The online survey was mailed with the survey link to the targeted audience that included parents, expectant mothers, nursing mothers, teachers, caregivers and librarians. The physical survey was conducted among parents and caregivers for a day at the Margaret's House in Rochester, at the Rochester Institute of Technology, Rochester, New York.

Findings from the both the surveys were collected, noted and applied during design ideation, design process and applications.

Below are some of the important questions asked in the survey. The detailed list of questions are listed in Appendix A4, *Blank Design Toy Library Survey* and full responses can be viewed in Appendix A5, *Toy Library Survey Results*.

Important Questions Asked:

- Q.1 **Have you heard about a Toy Library?**
84% No
- Q.2 **Would you be interested in knowing about it?**
73% Yes
- Q.3 **Do you feel that Toys occupy lot of space in the house?**
81% Yes
- Q.4 **Do you throw away toys or donate it after use?**
86% Donate

Total Responses - 77

Online survey - 54 responses

Survey at the Margaret House, Rochester, NY - 23 responses

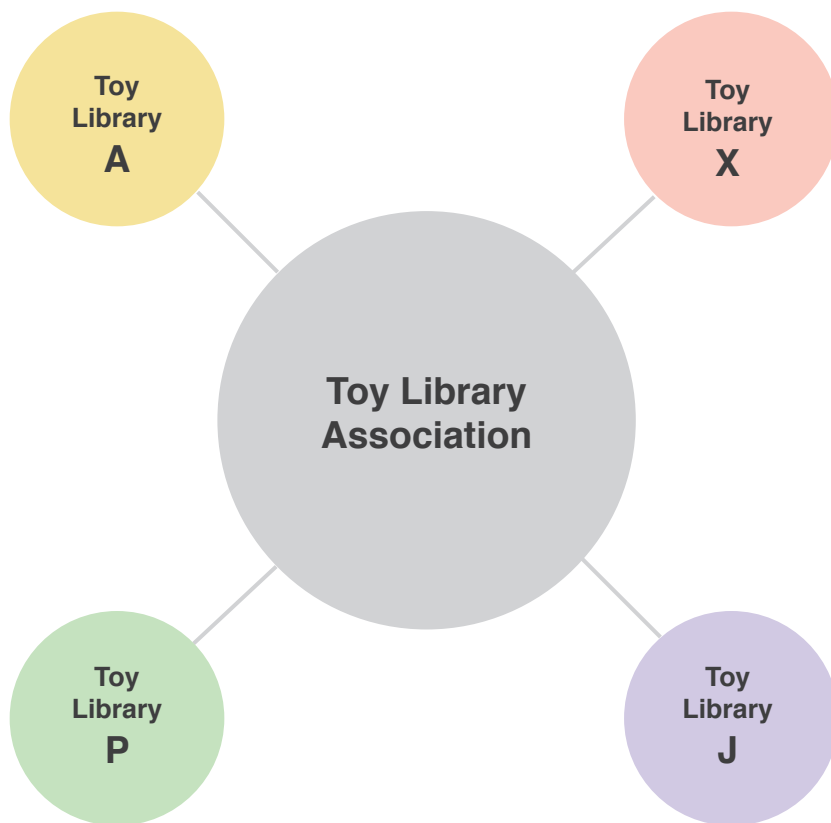
Goals and Objectives

The below-mentioned goals and objectives of the thesis are based upon research, interviews with parents and toy librarians and responses from the survey:

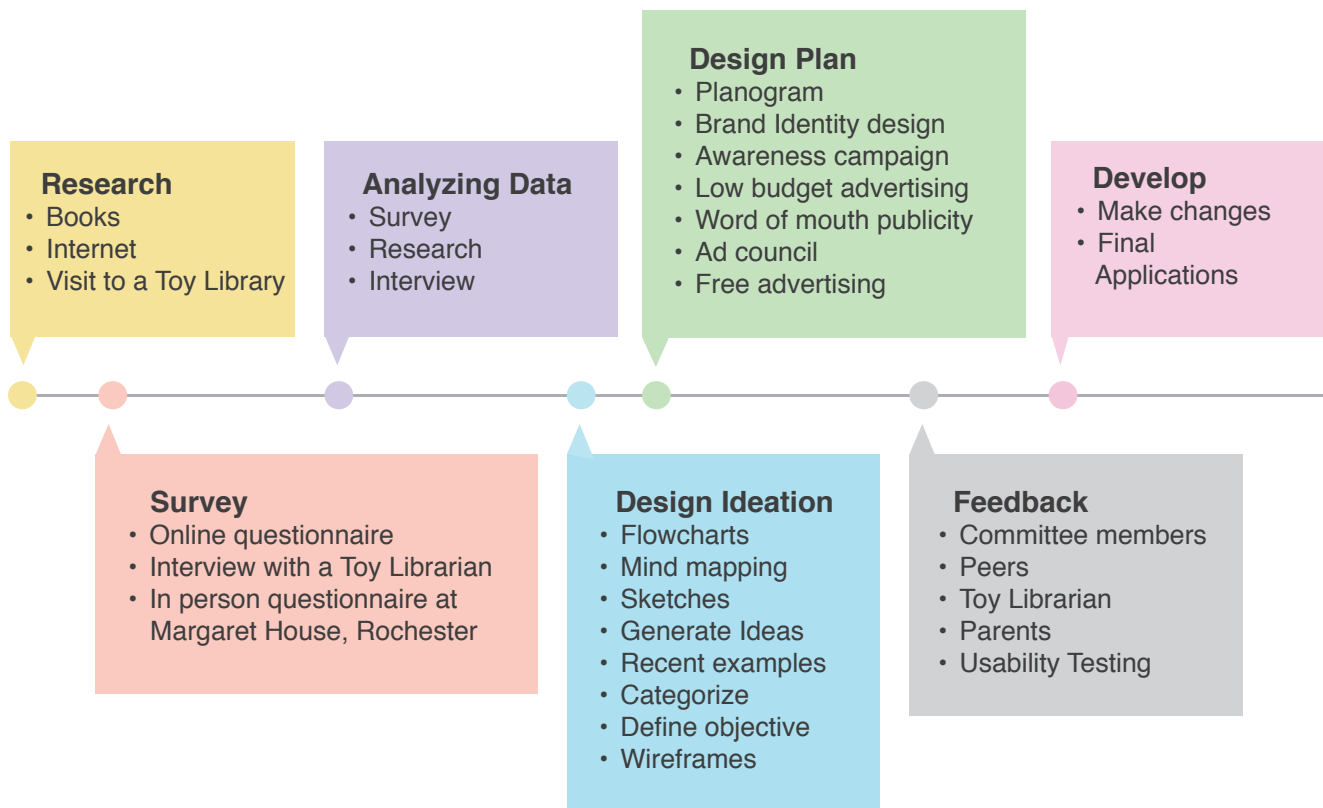
- Attract a new audience and retain the current audience
- Promote the benefits of a Toy Library
- Emphasize the importance of Play
- Provide initiative to protect the environment
- Change people's beliefs and opinions about the Toy Library
- To convey a specific message to inform, educate and motivate people to join the service
- Standardization of design throughout all Toy Libraries in USA
- Provide directory of Toy Libraries in USA
- Provide detailed description of library setup and operation
- Provide a resource pool and represent a large network of toy libraries

One of the objectives of the thesis is to represent a large network of Toy Libraries across United States. It would also facilitate in bringing all the toy libraries under one organization, ensuring a stringent standard, as well as consistent facilities, programs and toys across the United States. It will provide a directory of available Toy Libraries in the United States so that people can have easy access to the toy libraries in their area.

The illustration below is a representation of how all Toy Libraries would be connected and brought under one organization.



Methodology, by definition is the analysis of the fundamentals of methods or rules used by a study. In order to design and develop the final applications for creating awareness of Toy Library the below-mentioned methodology was followed.



Section 3

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Process refers to a series of actions that produce something or lead to a particular result. Building a thesis on the Toy Library serves as a great opportunity for parents, children, teachers and caregivers to spread not only the concept of toy lending services, but also promote its benefits, and to serve as a critical educational resource for a child's development and unstructured play.

The Lincoln Toy Library in Rochester, New York was the primary source behind the thesis process. The interview with toy librarians at the Lincoln Toy Library provided immense knowledge, material and links to articles on toy libraries, which helped in understanding the concept and day-to-day functioning of the Toy Library. Conversations with parents who are associated with the Toy Library gave insights about their experiences and development of their children. Considering that there is lack of awareness about toy libraries, it was important to design and develop applications that convey a specific message to inform, educate, engage and encourage people to join the service and promote its benefits.

Several books, articles, research papers and thoughts were collected and analyzed in order to start the development of the toy library project. Surveys and personal interviews were conducted, along with sketches, wireframes and ideation to design and develop the applications.

The process and development of the Toy Library thesis project is further explained and demonstrated in the following sections.

After having conversations with toy librarians and meetings with parents associated with the toy library, important information was noted. With the collated research, content and feedback from various sources, the applications for the Toy Library campaign were designed. The applications were designed to have a similar look and feel and shared the same aim of creating awareness about Toy Library and its likely benefits.

A rough planogram was created with a list of possible modes of communication to reach the target audience. Each method of communication was thoroughly researched in getting the message across to the target audience. It was very important to select the best communication method to approach the audience about the available resources for a child's development and unstructured play. Section 3.5, Key Communication Routes demonstrates the list of communication method chosen for the project.

Mentioned below are the topics that were researched:

- Low-budget media of communication
- Free of cost ways to communicate and create awareness
- Modes of communication that can be easily adapted by other toy libraries
- Information on toys that help in children's development
- Toy Libraries in the United States
- How a Toy Library works
- Past campaigns on Toy Library, if any
- Benefits of Toy Libraries
- Experiences of parents on Toy Libraries

The above collected information was used in content development and applications. Section 3.3, Design Concept and Ideation illustrates ideation and sketches for the project.

Toy Library Campaign provides an opportunity to inform and promote the users about the concept of a Toy Library through brand identity and an awareness campaign. The main focus of the campaign is to create awareness, generate engagement and encourage action.

The execution of the project is concise, informative and engaging where the user can directly connect and understand the concept of toy library and its benefits. The content is presented in a very simple format, highlighting the benefits of the toy library. The main target audience for this project consists of parents and children; the design therefore is illustrated in a fun, concise, clear and engaging format. The design is bold and catchy providing the user with short and direct information on toy libraries. This is achieved through a series of printed and online applications that are categorized as Brand Identity applications and Awareness Campaign applications. The design, color and typography are consistent throughout all applications.

The format for each printed and online application varies as per the medium, but shares a single idea and theme. The essential part of this awareness campaign is the theme, as it creates the tone for individual advertisements and other forms of marketing communications that are used. The campaign theme to inform, promote and encourage the users about the Toy Library and its benefits forms the central message, which is communicated through all the marketing and campaign applications. The campaign applications focus on low-cost and free advertising solutions to keep the cost to a minimum, as many of the toy libraries are non-profit organizations.

Function

- To inform, educate and encourage users about the Toy Library and its benefits
- Printed and online applications vary as per the medium
- Low-cost and free advertising solutions to create awareness about the Toy Library
- Sharing of a single idea and theme throughout the campaign

Content

- Concise, simple and clear content throughout all the applications
- Bold and legible typography to make it catchy and easy to understand
- The content is presented in a simple format that directly engages the user
- Provides the user with short and direct information on toy library

Design

- Layout differs in each application according to the medium
- Bold and memorable design to attract the user
- Use of brand colors throughout all applications ensuring consistency

Scalability

- There is much opportunity to use the brand design to design and develop advertisements for various other media
- Other toy libraries around USA can apply the same format design for their promotional materials

After collecting information and feedback from various sources, which included books, articles, research papers, websites, surveys and conversations with parents and toy librarians, it was necessary to understand how to create awareness about a Toy Library and its benefits to engage the user. It was important to consider ways and modes of low-cost communication to reach the user directly. To achieve a successful awareness campaign on a toy library, (an activity not yet carried out), it was essential to consider the existing successful public awareness campaigns, brand identity designs, available promotional materials on toy libraries, websites and social media.

The following pages reveals the existing resources on toy libraries, awareness campaigns, logos, brochures and other promotional materials that inspired the design and development.

Existing Logos of
Toy Libraries



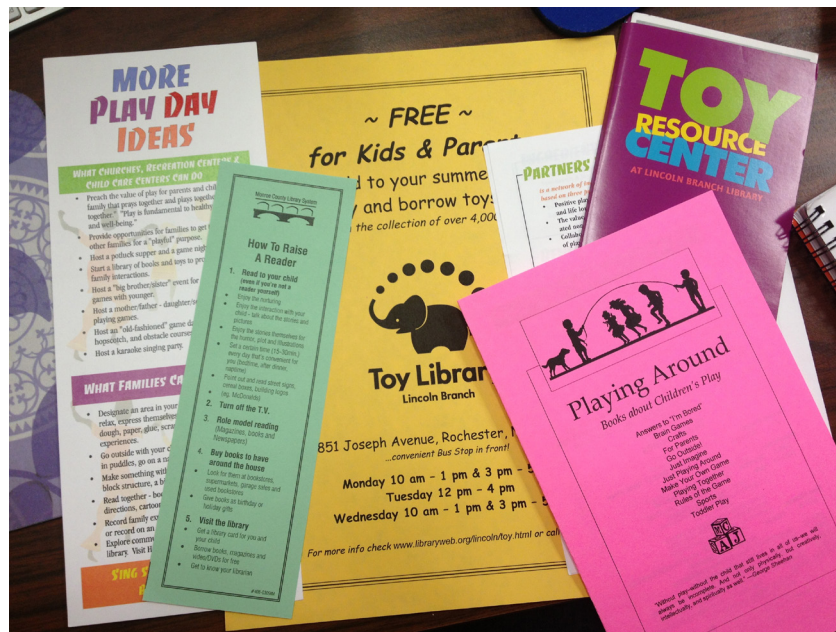
Existing Brochures
and pamphlets on
Toy Libraries



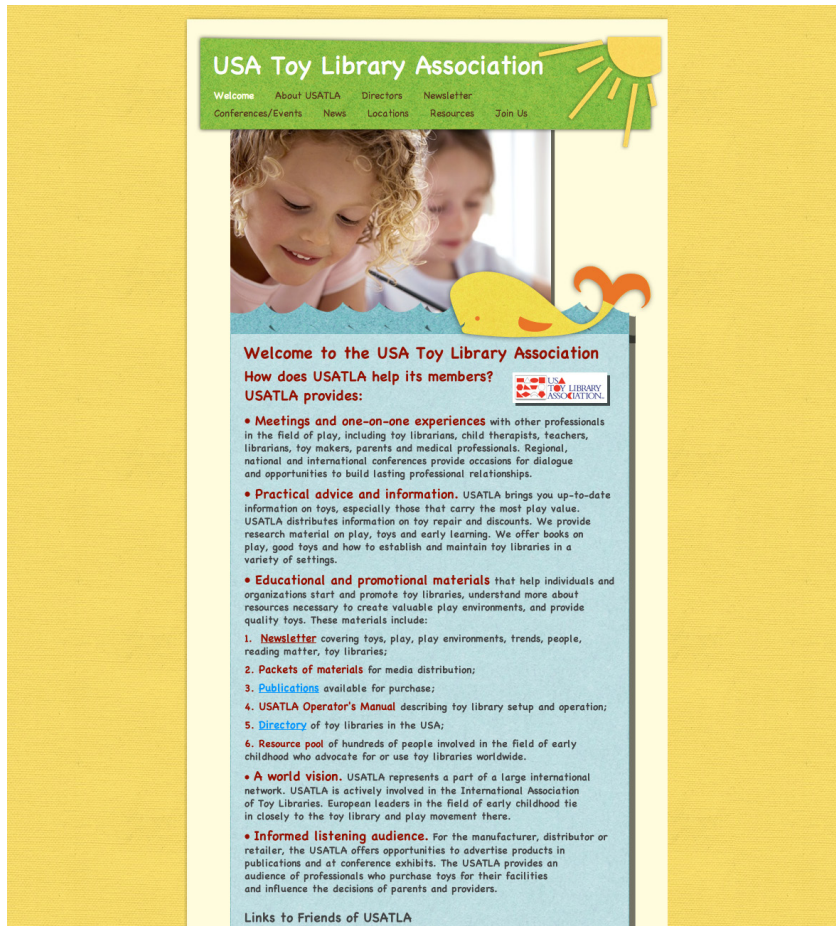
Images of Toy Libraries



Brochures and
leaflets of Lincoln
Toy Library
in Rochester



Existing website
of USA Toy Library



International Toy Library Association website

Select Language

Powered by Google Translate

Toy Libraries around the World

HOME

ABOUT ITLA

JOIN US

TOY LIBRARIES

WORLD PLAY DAY

ITLA CONFERENCES

LINKS

CONTACT US

MEMBER LOGIN

CONTINENTAL GROUPS

RELEVANT ARTICLES

Sponsors

[Become a Sponsor...](#)

ABOUT TOY LIBRARIES

A toy library provides resources for play, trained staff and dedicated space. Play, toys and games are at the centre of activities.

It provides members with the opportunity for shared play and / or the loan of toys.

[Read More...](#)

General Models of Operation

There are various ways in which toy libraries operate:

[Read More...](#)

Recreation and Education

The two main focuses of a toy library service are generally recreation and education.

[Read More...](#)

The Role of a Toy Librarian

The role of the toy librarian is sometimes as a playmate and at other times as a play facilitator.

The focus is to create a safe environment for play where free choice is encouraged

[Read More...](#)

Benefits of Toy Libraries

Different countries have different needs and the aims of the toy libraries that are established will depend on the needs of the communities served.

Some of the benefits include:

1. A safe place for children to play
2. A variety of toys, games and play activities suitable for a wide range of ages from babies to adults

[Read More...](#)

Planning a Toy Library?

Some of the things that need to be taken into account when planning a toy library are the aims of the toy library, the community, initial number of members etc.

[View PDF...](#)

USEFUL LINKS

[Safe Toys for kids, Australia](#)
[View Site](#)

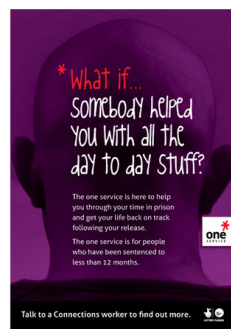
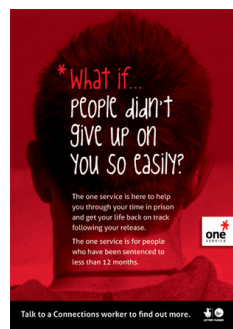
[Country Link Persons / Websites for National Associations](#)
[Download PDF...](#)

[CIELO - International Association based in France that starts toy libraries in impoverished areas](#)
[Download Site...](#)
[View list of CIELO toy libraries in Africa...](#)

PHOTO GALLERY - TOY LIBRARIES AROUND THE WORLD

(Send your toy library's photo too - we are waiting for it!)

Public Awareness Campaign examples



FOR SOME PEOPLE, LIFE IS THAT EXPENSIVE.



WWF: LUNGS



SAVE OUR RAINFOREST. STOP GLOBAL WARMING.



one
SERVICE








WORLD HUNGER JUST GOT A LITTLE CLOSER TO HOME

ENDING WORLD HUNGER BEGINS HERE

Presented by
ACTION CENTER
TO END WORLD HUNGER

SIX RIVER TERRACE · BATTERY PARK CITY · ACTIONCENTER.ORG



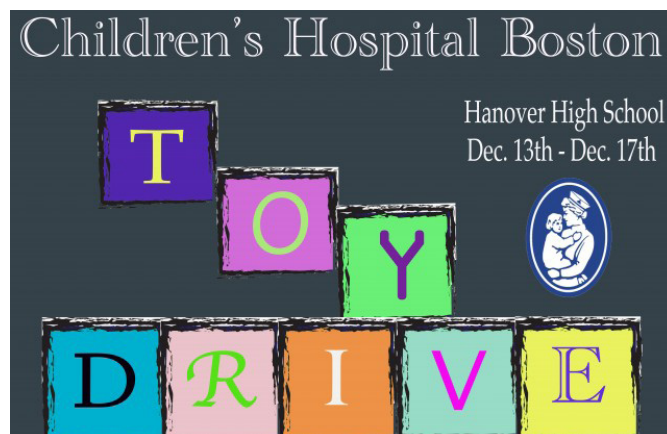
THIS LUNCH BREAK CONSIDER HUNGER

ENDING WORLD HUNGER BEGINS HERE

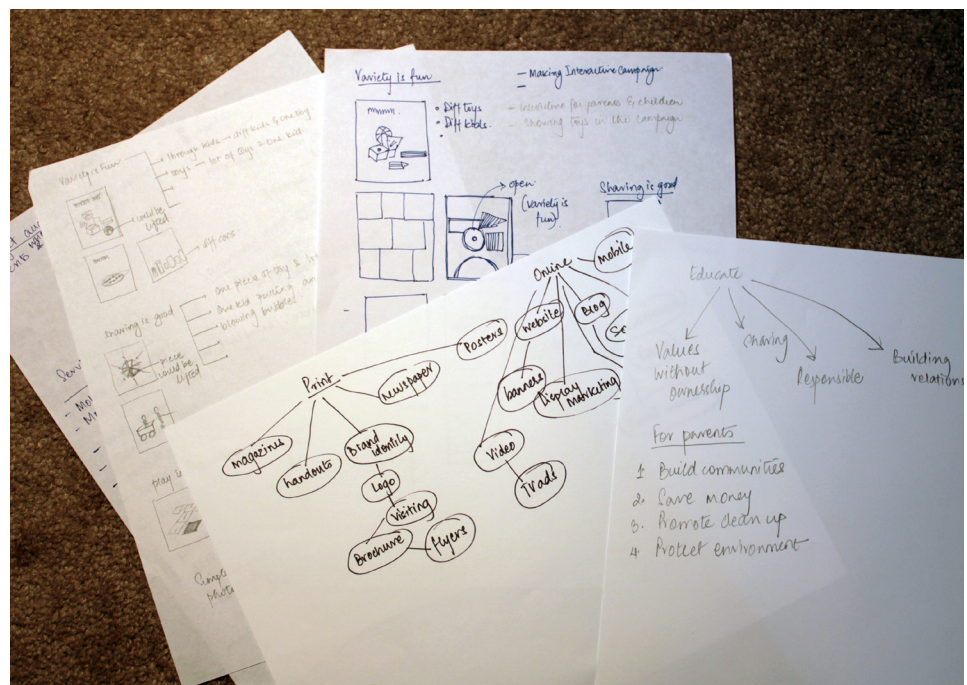
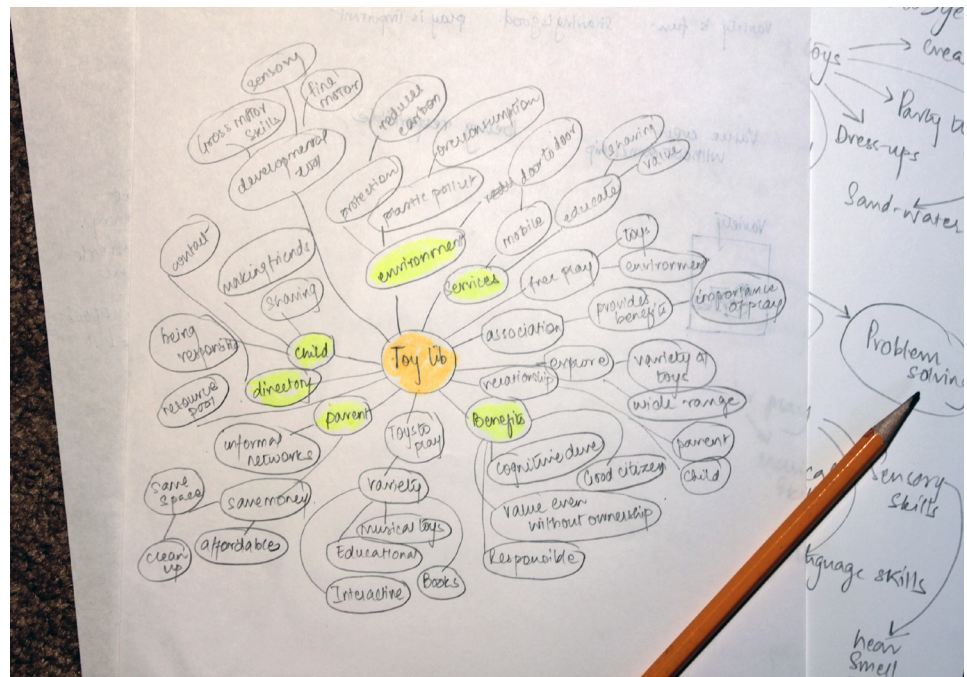
Presented by
ACTION CENTER
TO END WORLD HUNGER

SIX RIVER TERRACE · BATTERY PARK CITY · ACTIONCENTER.ORG

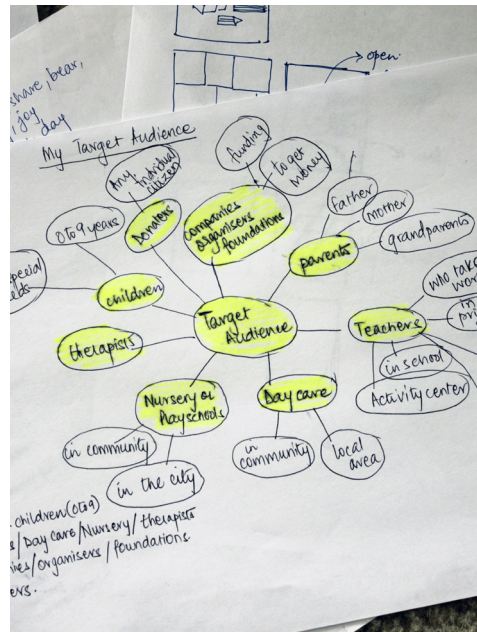
Existing Toy Library Posters



Mind mapping and Word lists



Taglines and Planogram



Taglines

"Borrow some fun"

"Have fun for free"

Play, imagine, and grow.

Why buy toys when you can borrow.

Don't buy toys when you can borrow.

A fun way to play and learn.

Play, Share and Learn

It is better to borrow than buy.

My toy is yours too, my toy, your toy!

A place full of fun and play.

Borrow a Toy, Share the joy!

Learning is enjoyment
Variety is fun
Sharing is good
Play is important
Borrowing is merriment

It is better to borrow than buy
It is better to donate than throw
It is better to share than be possessive

care, share, bear, play, day

Play, Imagine, Grow

Toy Library UNITED
TOY LIBRARIES
ASSOCIATION OF
TOY LIBR

Planogram

Parents | Children 0-9 years

- Poster Ad
- Business card, letter, envelope, bag
- Leaflets, flyer
- Stall in a local exhibition
- organize children event
- magazine ads (hypermommy.com)
- mailing list
- facebook, twitter
- website, blog
- discussion forum
- play area in a mall
- radio
- web banners
- t-shirt
- spray painted signs

Teachers | Daycare | Therapists | Nursery

- Poster Ad
- Business card, letter, envelope
- mailing list
- facebook, twitter
- website, blog
- conduct toy drives
- Leaflets, flyer
- organize an event
- classified free online ads
- You tube videos
- social bookmarking
- newspaper ads
- Reciprocal links
- newsletter (ezine.com)
- ad council

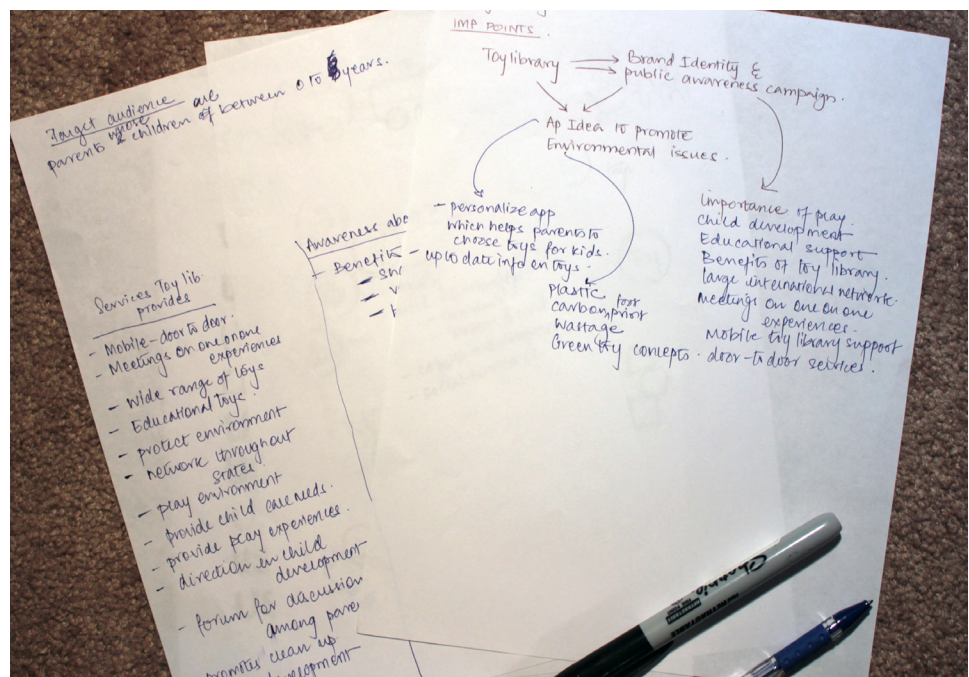
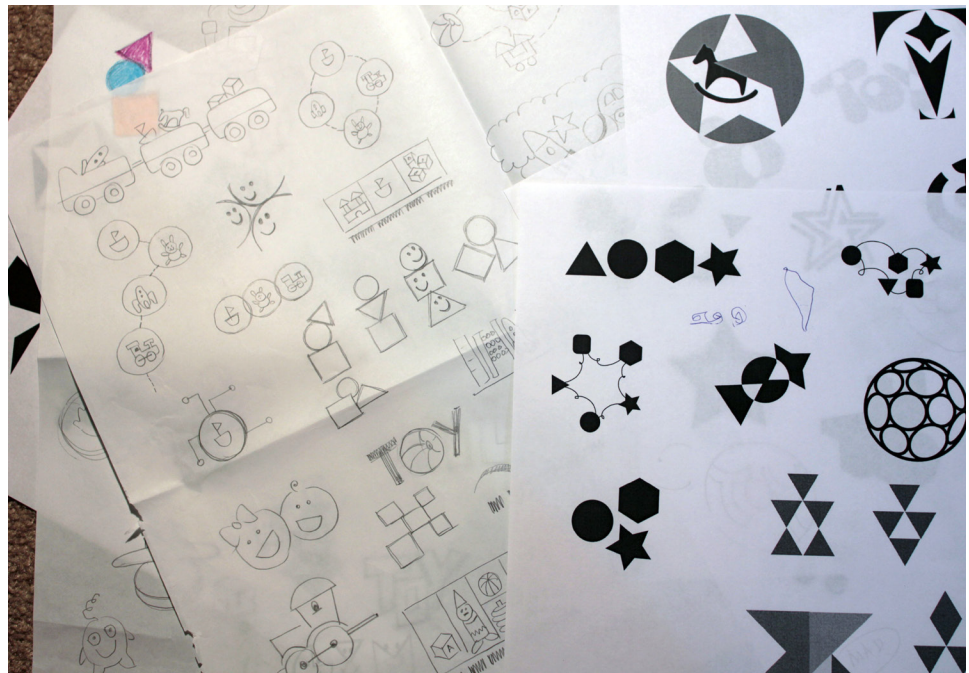
Donors (Toy donations)

- Collection boxes in malls
- conduct toy drives
- facebook ads for toy drives and giving locations for collection boxes
- Poster Ad
- Newspaper Ad print and online
- website
- blog
- social bookmarking
- newspaper ads
- Reciprocal links
- newsletter (ezine.com)
- ad council

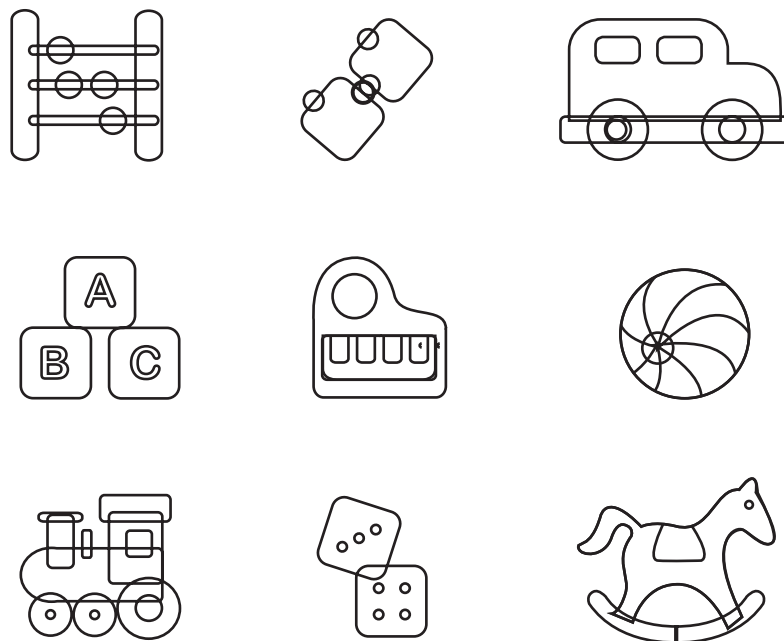
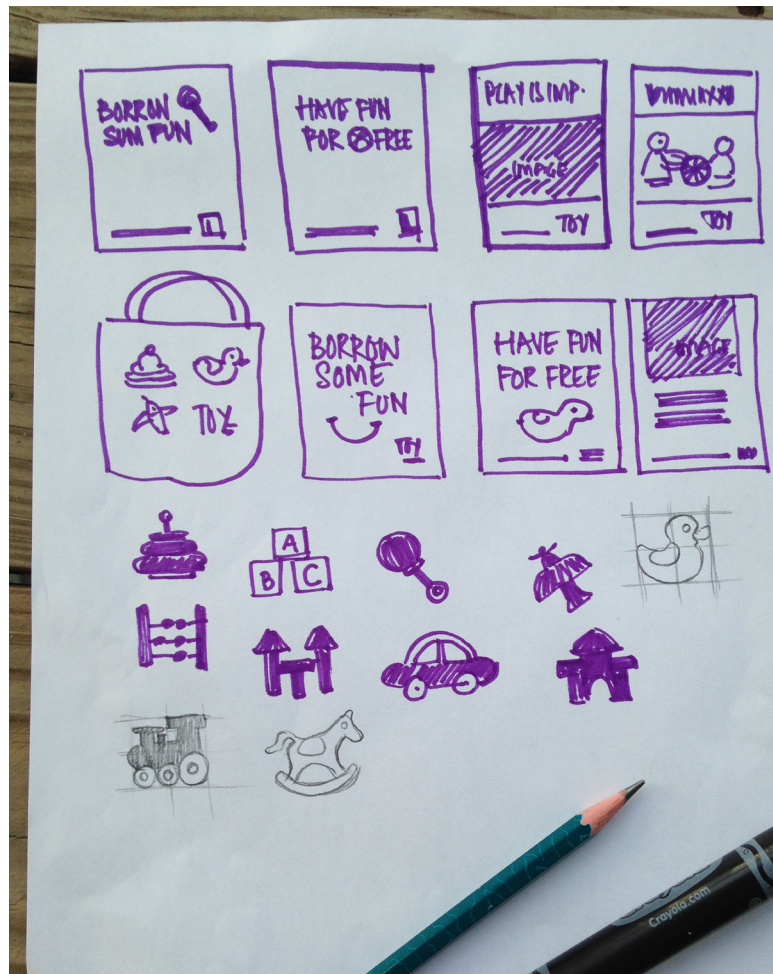
Companies | Organisations | Government | Foundations

- Presentation slides, Pictures
- Your video of toy library DVD
- Funding letter
- Prayer donation button on different websites
- Facebook Ads
- Conduct events
- Business card, letter, envelope
- website
- newspaper ads
- Reciprocal links
- newsletter (ezine.com)
- Contrast Contact
- Phone tree

Doodling, sketching
and relating ideas to
the goal of the project



Sketching and wireframes



Identity plays a major role in creating a brand for a company. The identity design for the toy library project is based around the visual devices that are applied through various mediums using the defined color palettes, layout, type and so on. It helps to bring forth quick recognition to the user and enable customer response.

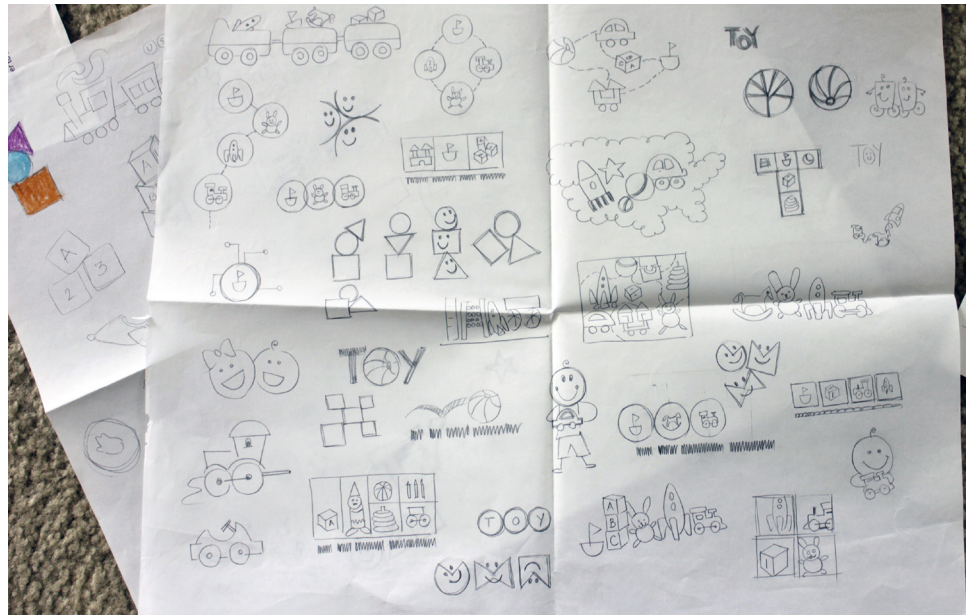
The logo however, is the identity and brand, all wrapped up into one identifiable mark. This mark is the avatar and symbol of the campaign as a whole.⁵ It is important to note that only after a logo becomes familiar, does it function the same way we learn people's names to identify them.⁶ The logo identifies a business or product in its simplest form.⁷ While building an awareness campaign it was important to design an identifiable mark to give a face to the campaign.

The following points were considered while designing the logo and the overall identity:

- It should attract the target audience
- Design should be unique, simple, fun and memorable
- The logo should have meaning and purpose
- Use of bright colors
- It should be adaptable and applied through various mediums
- Type should be legible and clear
- There should be a tagline with the logo
- Less is more

The following pages illustrate the process of Toy Library logo and the concept behind the mark.

Initial Concepts



Final Concept

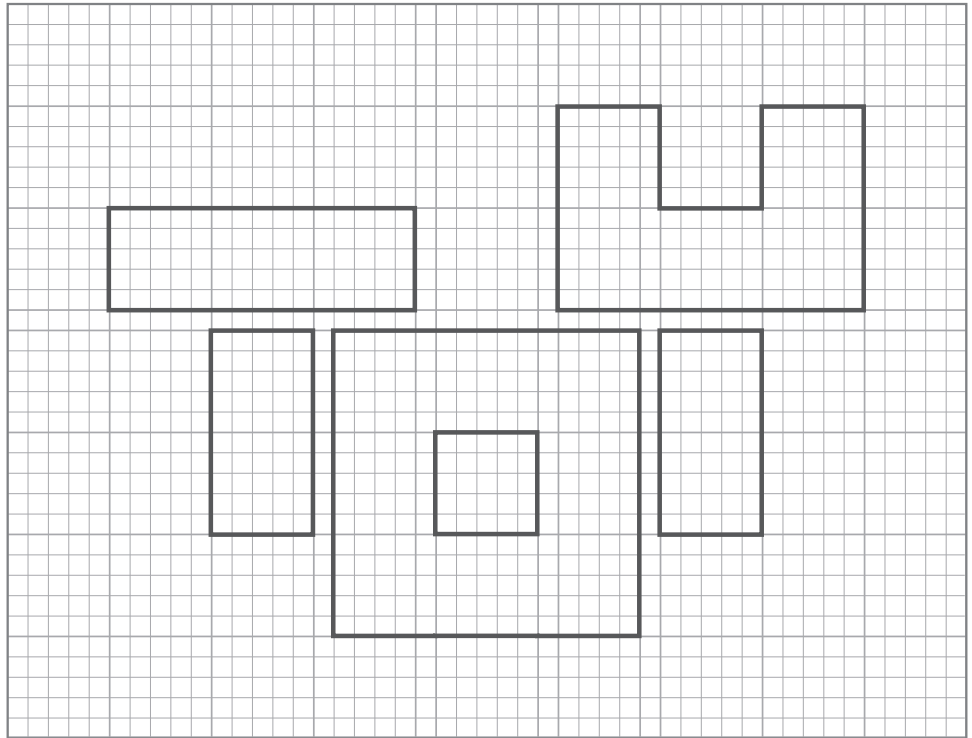
Shapes are a powerful way to communicate and each shape has a different characteristic that conveys different moods and meanings. According to studies, the meaning of square shape symbolizes foundation, basics, community, balance, direction, honesty and integrity. Square shapes are used to form the word TOY. It is based on a square grid system which refers to building blocks, a universal toy. Toys form an integral part of a child's playtime activity and as well as its development phase and growing up. As toys help children in learning the basics of life, **squares are used in the logo, representing the basic foundation of a child's development.** It also refers to integrity, coming together to form a large network and building communities.

Bright colors such as pink, blue and orange **reflect playfulness, happiness and fun.** It provides a dose of happy energy. The tagline **Borrow a Toy, Share the Joy** is used throughout the campaign with and without the mark.

Logo Inspiration



Logo Construction



Final Logo



Colors



RGB 241 143 36 CMYK 2 52 98 0



RGB 0 163 230 CMYK 100 8 0 0



RGB 216 58 149 CMYK 10 91 0 0

Typeface

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Tagline

Style 1

Borrow a TOY, Share the JOY

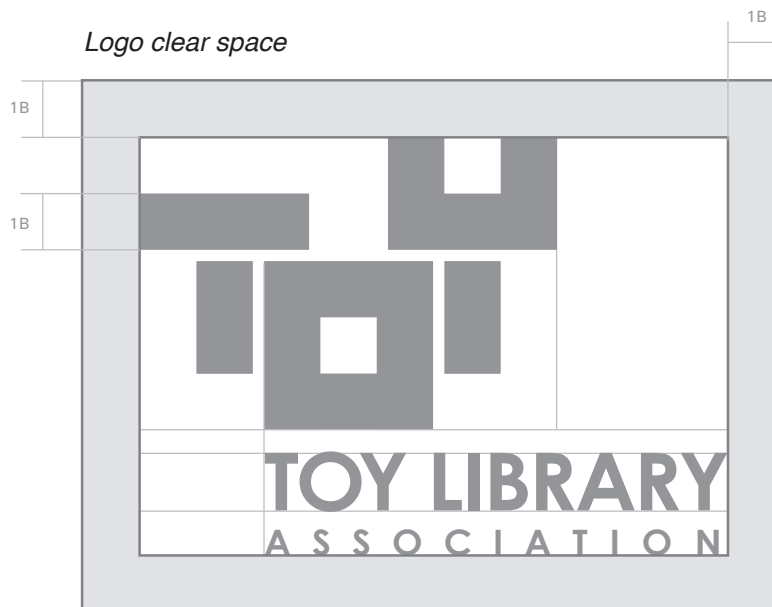
Style 2

**Borrow
a TOY,
Share
the JOY**

Style 3

**Borrow a TOY,
Share the JOY**

Logo Guidelines



Black and white logo



Reversed logo



Modification guide



Key Communication Routes

There were a number of possible mediums and routes to choose to communicate effectively with the target audience. The most appropriate mediums for the awareness campaign informing about the Toy Library and its benefits are listed below keeping in mind the target audience, a limited budget and free communication routes

Key Communication Routes

Posters

Posters help to communicate the concepts more easily and retain them longer.⁸

Newsletters

Newsletters help to communicate, inform and report successes.⁹

Emailer

Email marketing is easy, quick to convey the message and inexpensive. It reaches the target audience directly.¹⁰

Magazine Advertisement

The main benefit of magazine advertisement is to display high quality images. By advertising in magazines in the non-profit organizations section, it is easier to reach the intended target audience.¹¹

Floor Advertising

Floor advertising draws attention to large and colorful graphics on the floor. It is a good way to attract the target audience by advertising in stores, during promotional events and outside toyshops.¹²

Direct Mail	It allows communication straight to the target audience with advertising techniques that include text messaging, promotional letters by mail, database marketing and much more. ¹³
Sticker Advertisement	It is an affordable tool to attract the target audience and create a lasting impression.
Donation Box	Having a donation box is one of the easiest and the fastest fundraising methods. In a way, it also helps in promoting the Toy Library.
Toy Drive	A charity event that helps to collect toys may prove useful for the toy library.
Vehicle Livery Design	Vehicle design is an essential advertising and branding tool that promotes brand identity and is noticed by the target audience. It is also one of the least expensive ways to advertise. ¹⁴
Social Media	Social media attracts attention and encourages readers to share the same with their social networks. It is like word-of-mouth but shared via Internet. Not only is it free, but also the fastest way of communication today. ¹⁵
Brochure	It is an introduction pamphlet that helps in promoting the benefits and services of the organization.

**Tote Bag, T-shirt and
Badge Design**

The custom made t-shirt and bags help in branding and promoting the organization.

Web Banners

Online banner ads can reach specific target audience via one of the most inexpensive methods.¹⁶ Web banner advertising also helps in building brand recognition.

Opening Logo Design

Opening logo helps to identify the organization and creates effective brand recognition.

Fundraising Letter

To raise funds and run the toy library smoothly. Fundraising letters could be mailed to big corporates, companies and organizations.

A final planogram or a diagram was created before designing the applications to consider all the communication mediums for the campaign. It helped in making the campaign organized, effective and executing the planned applications successfully. Mentioned below are the planograms for identity campaign and awareness campaign.



Brand Identity Applications



Identity Design

- Logo design
- Logo guidelines
- Graphic symbols
- Stationery
- Interior Signage
- Label design

Marketing Collateral

- Brochure
- Social media design
- T-shirt & Tote bag
- Website
- Vehicle livery design

Awareness Campaign Applications

Parents and their children between Infants to 9 years

- Posters
- Magazine Ad
- Newsletter
- Floor Advertising
- Emailer

Teachers, Daycare providers, Therapists & Nursery schools

- Posters
- Sticker Ads
- Newsletter

Donors

- Posters
- Donation box
- Toy Drive
- Newsletter

Companies, Organizations & Government

- Fundraising letter
- Direct Mail

Section 4

4.0	Applications	65
4.1	Brand Identity Applications	66
4.2	Awareness Campaign Applications	76
4.3	Usability Testing	86
4.4	Conclusion and Future Considerations	88

This section presents final applications that were designed and developed for Toy Library campaign.

The physical applications including brochure, stationery, posters, direct mail, sticker ads, t-shirt and bag designs, were printed and produced in April 2013 at RIT's print hub. The online applications, which included website layout, online banners and opening logo were designed and produced to show how they would work in the digital space. Mock-up design for other applications such as donation box, vehicle design, magazine ad, newsletter and other promotional materials were created and merged into the photographs of the existing environment to represent how they would look in real space.

If the project is continued after the completion of the thesis, the suggested campaign has the potential to create awareness about toy libraries across the United States.

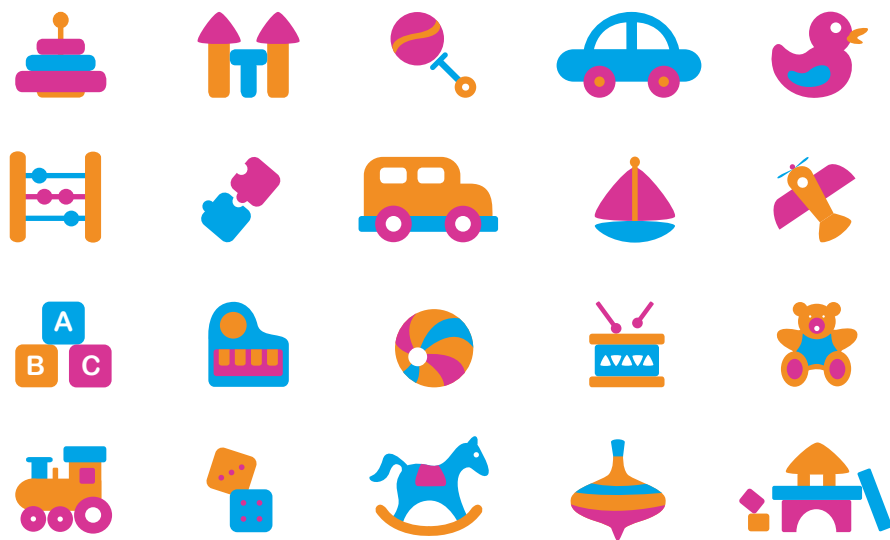
A survey was created to collect feedback about the toy library campaign. All the results can be viewed in Appendix A10, *Usability Testing*. The feedback can be used to make changes if it is further developed and produced after the completion of thesis.

The final applications are categorized in two parts, Brand Identity applications and Awareness Campaign applications. The brand identity applications include logo design, graphic symbols, stationery, bag design, t-shirt design, badge design, interior signage, label design, brochure, social media design, vehicle design and website design. The awareness campaign applications include posters, newsletter, e-mailer, web banner, magazine ad, sticker ad, floor advertising, toy drive, donation box design, opening logo design and direct mail.

The following pages illustrate the final applications of the toy library campaign.

Logo Design**Graphic Symbols**

Set of 20 symbols that are used in the applications as a graphic element



Stationery Design

Includes letterhead, business card and envelope design

Size

Letterhead

8.5" x 11"

Envelope

4 1/8" x 9 1/2"

Business Card

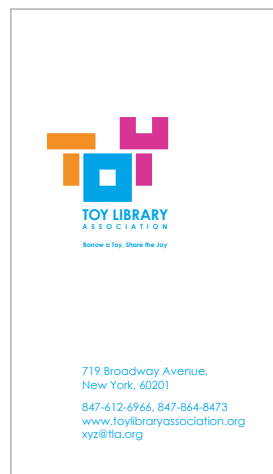
3.5" x 2"



Business Card Design

Front Design

Back Design



Brochure Design

Type

Tri-fold brochure

Size

8.5" x 11"



Front Layout



Inside Layout



Tote Bag Design

Material

Canvas

Size

15" x 18" x 6"

Color

Beige



T-shirt Design

Material

Cotton

Size

Medium (US size)

Color

White



Label Design

Size

1" x 2"



Organization Labels

Size

5" x 3"

7" x 4"



Badge Design

Size

2.25" diameter

Material

Metal shell



CD Cover Design

Size

4.72" x 4.72" (insert)



Interior Signage

Size

6' x 1.5'

Size can vary according to the interior space



Restroom Signage inside a Toy Library (Girl and Boy)

Size

6" x 10"



Vehicle Design



Social Media

Twitter Page



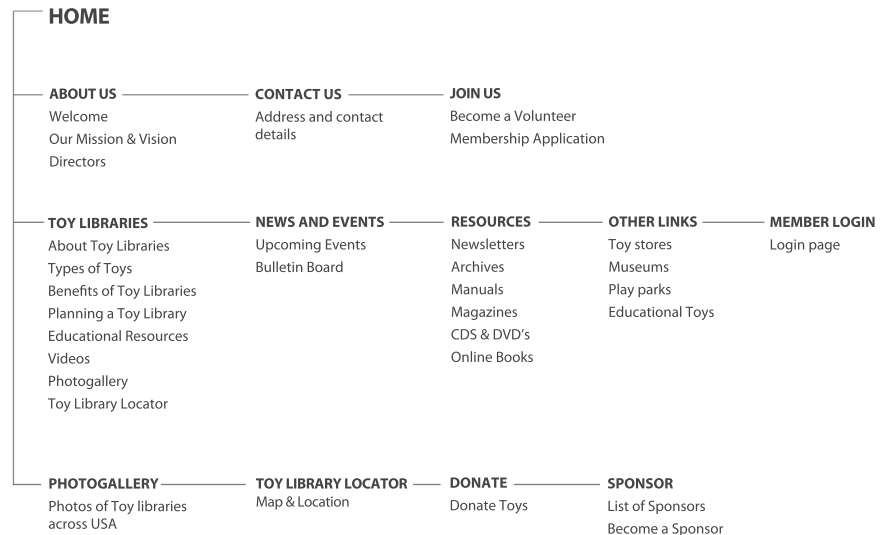
Facebook Page



Website Design



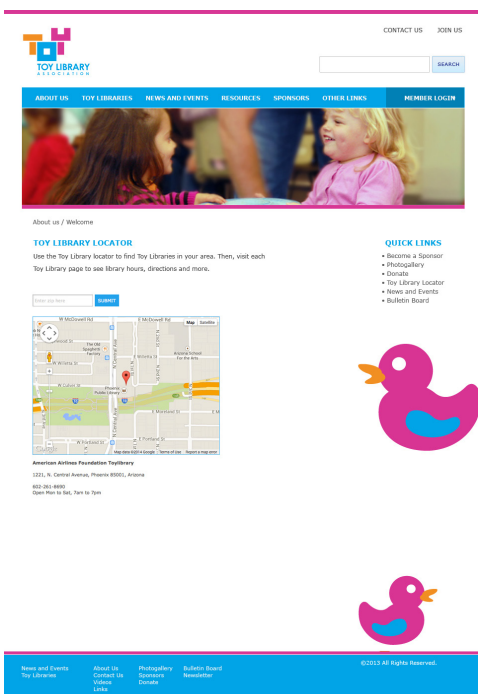
Navigation Flow



Home Page Design



Inside Page Design



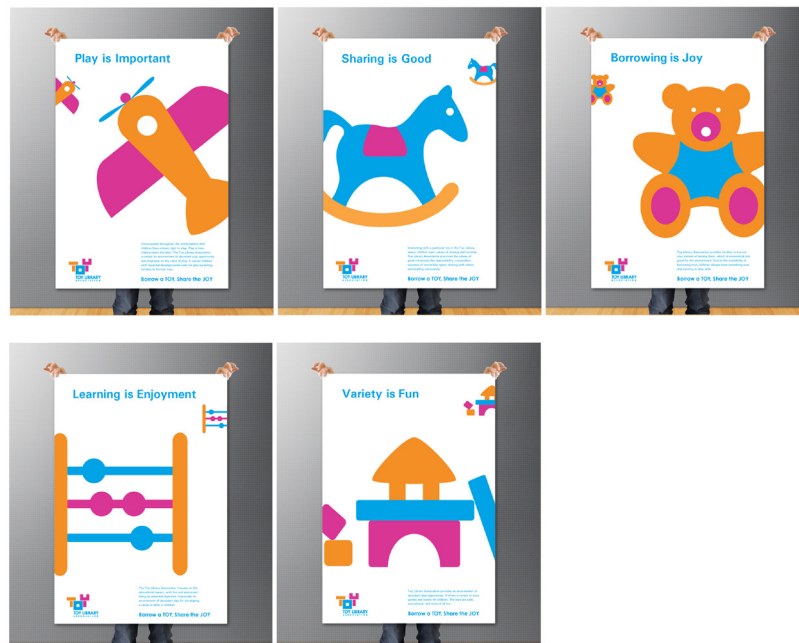
4.2

Awareness Campaign Applications

Poster Design

Size

11" x 17"



Poster Design

Size

11" x 17"



Magazine Advertisement

Size

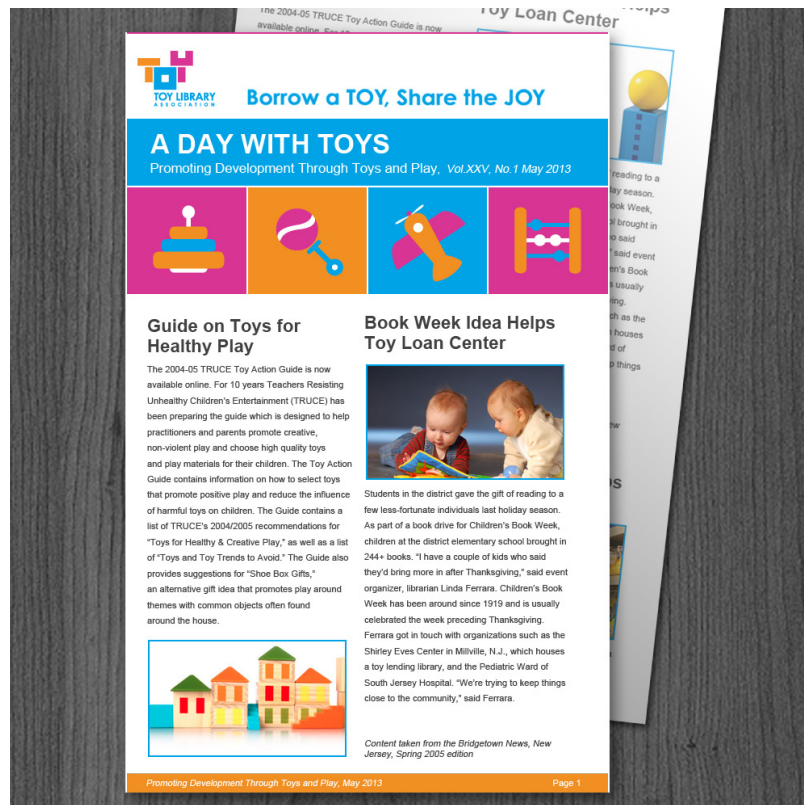
8" x 10.50"



Newsletter

Size

7" x 11"



Floor Advertising

Size

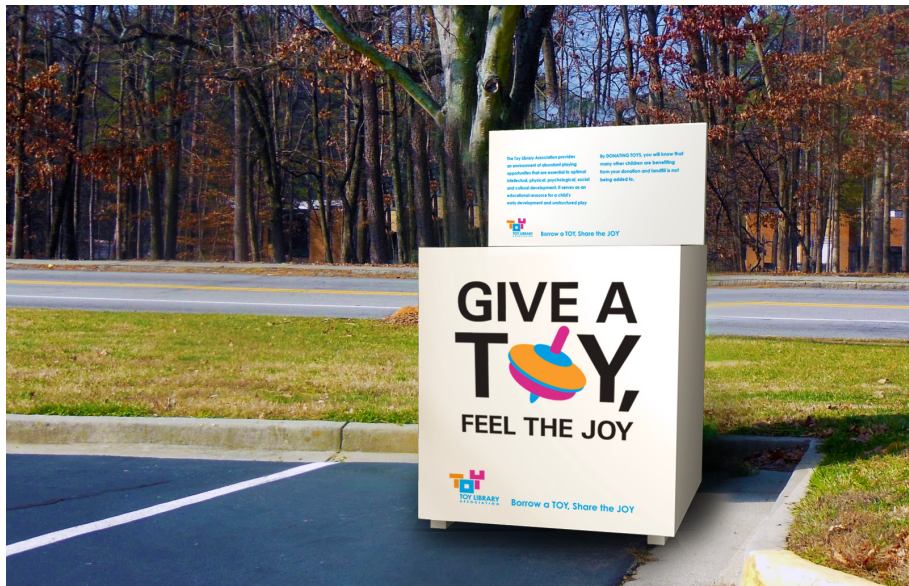
33" x 51"



Donation Box

Size

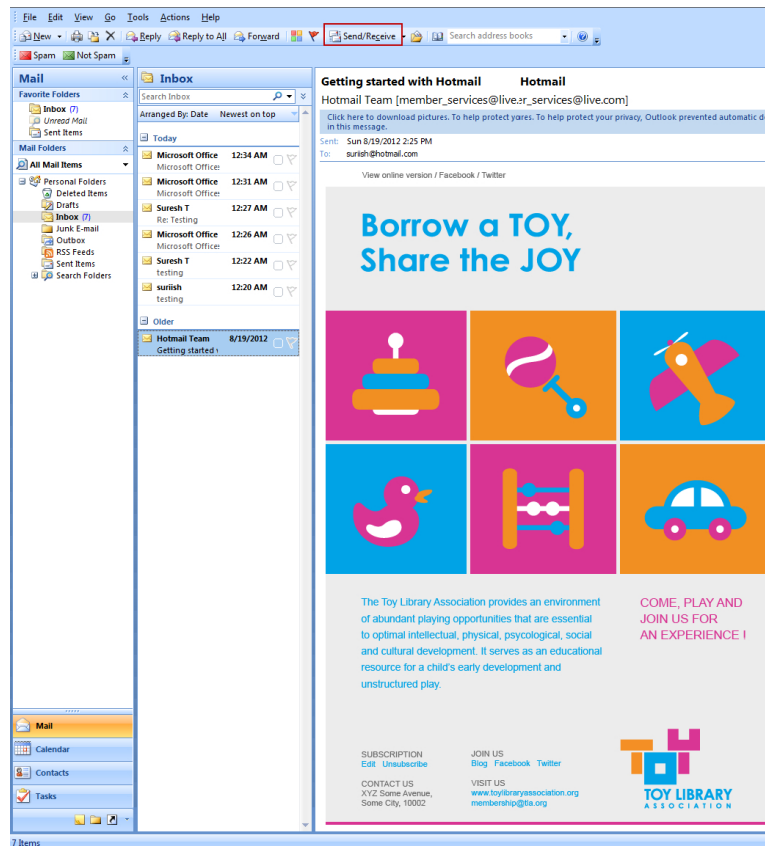
3' x 3.5' x 3'



Emailer

Size

600px 900px



Sticker Advertisement

Size

5" x 3.5"

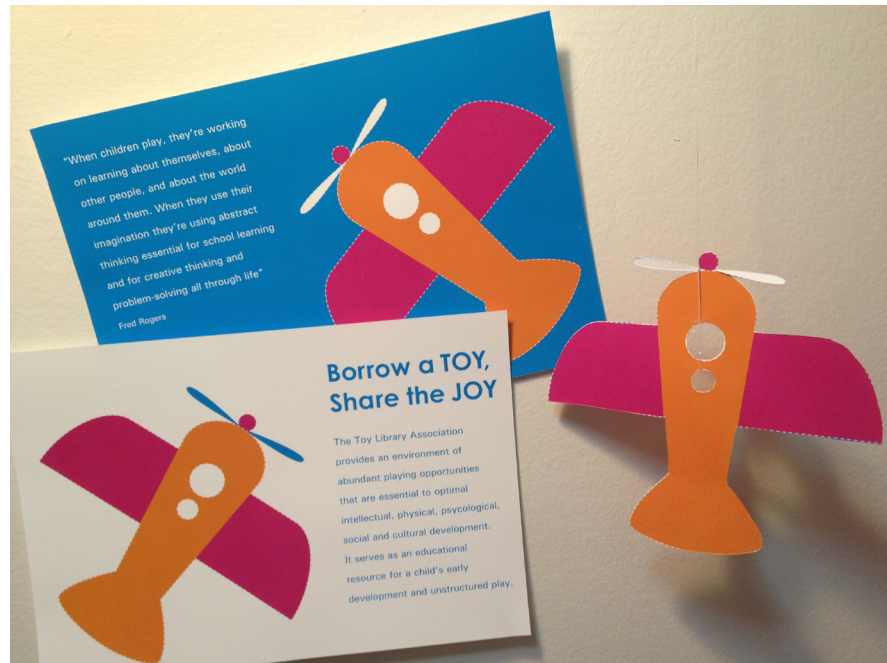


Direct Mail

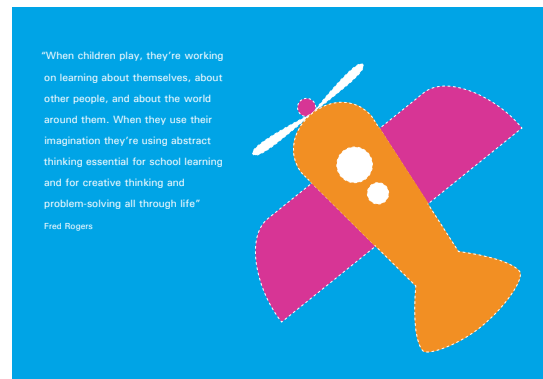
Size

8.5" x 6"

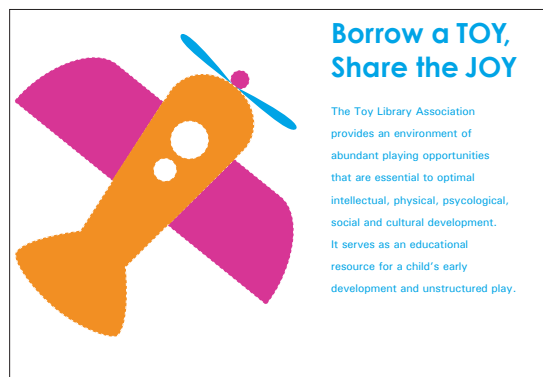
There are perforated marks around the plane area so it can be cut and used as a hanging for children to play with.



Front Design



Back Design



Fundraising Letter and Envelope

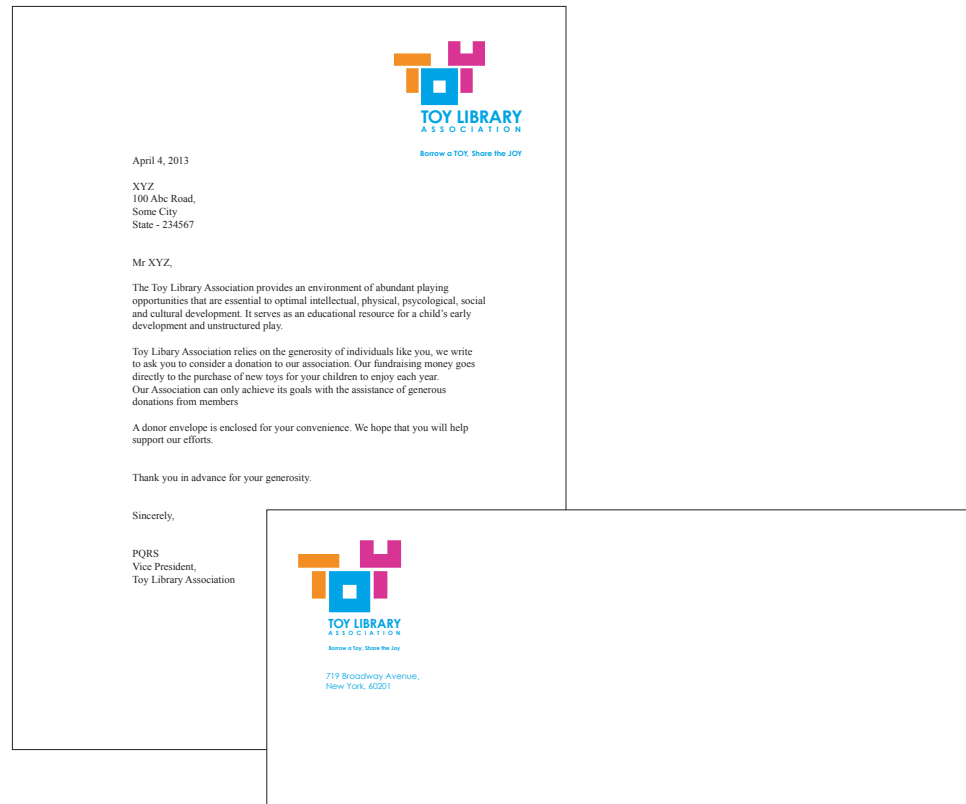
Size

Letterhead

8.5" x 11"

Envelope

4 1/8" x 9 1/2"



Toy Drive Poster

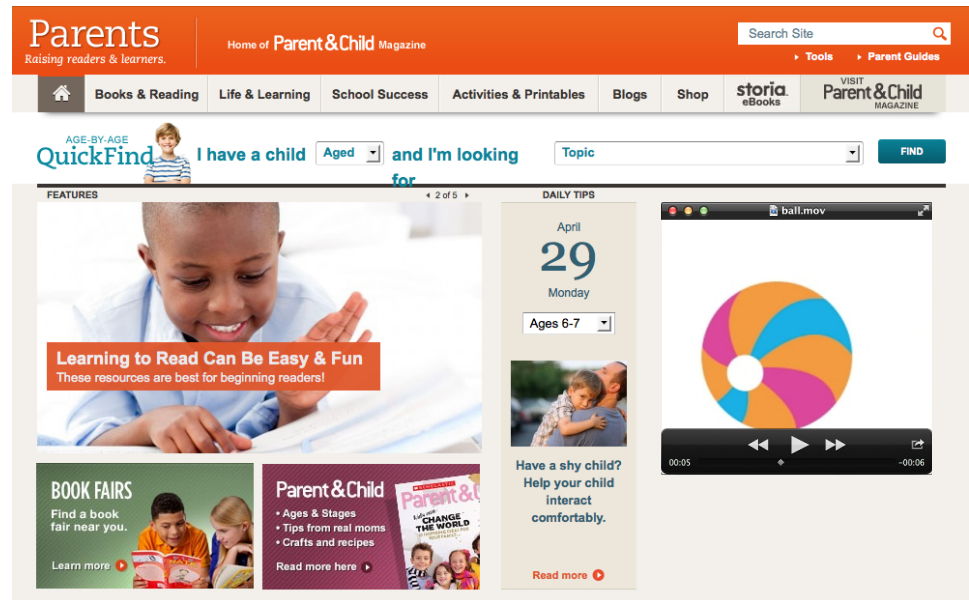
Size

8.5" x 11"



Web Banner Advertisements

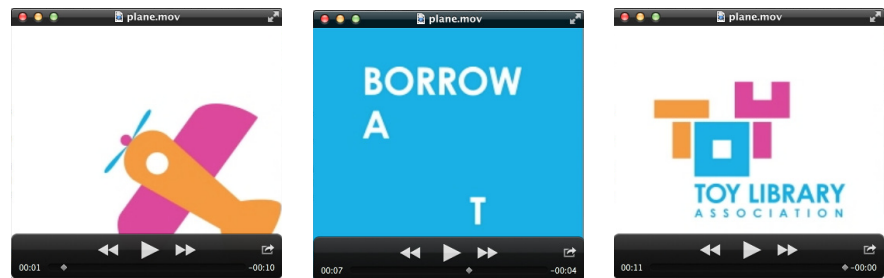
Size
250px x 250px



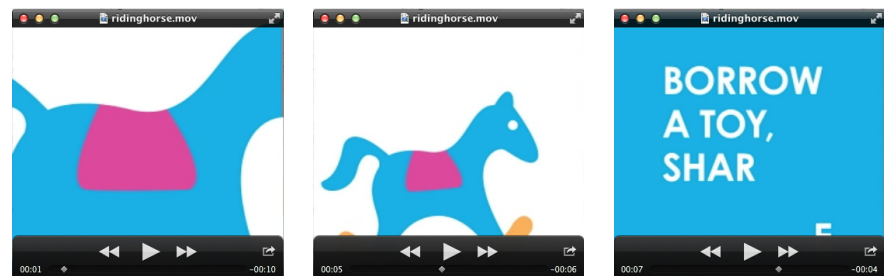
Web Banner Ad 1



Web Banner Ad 2



Web Banner Ad 3

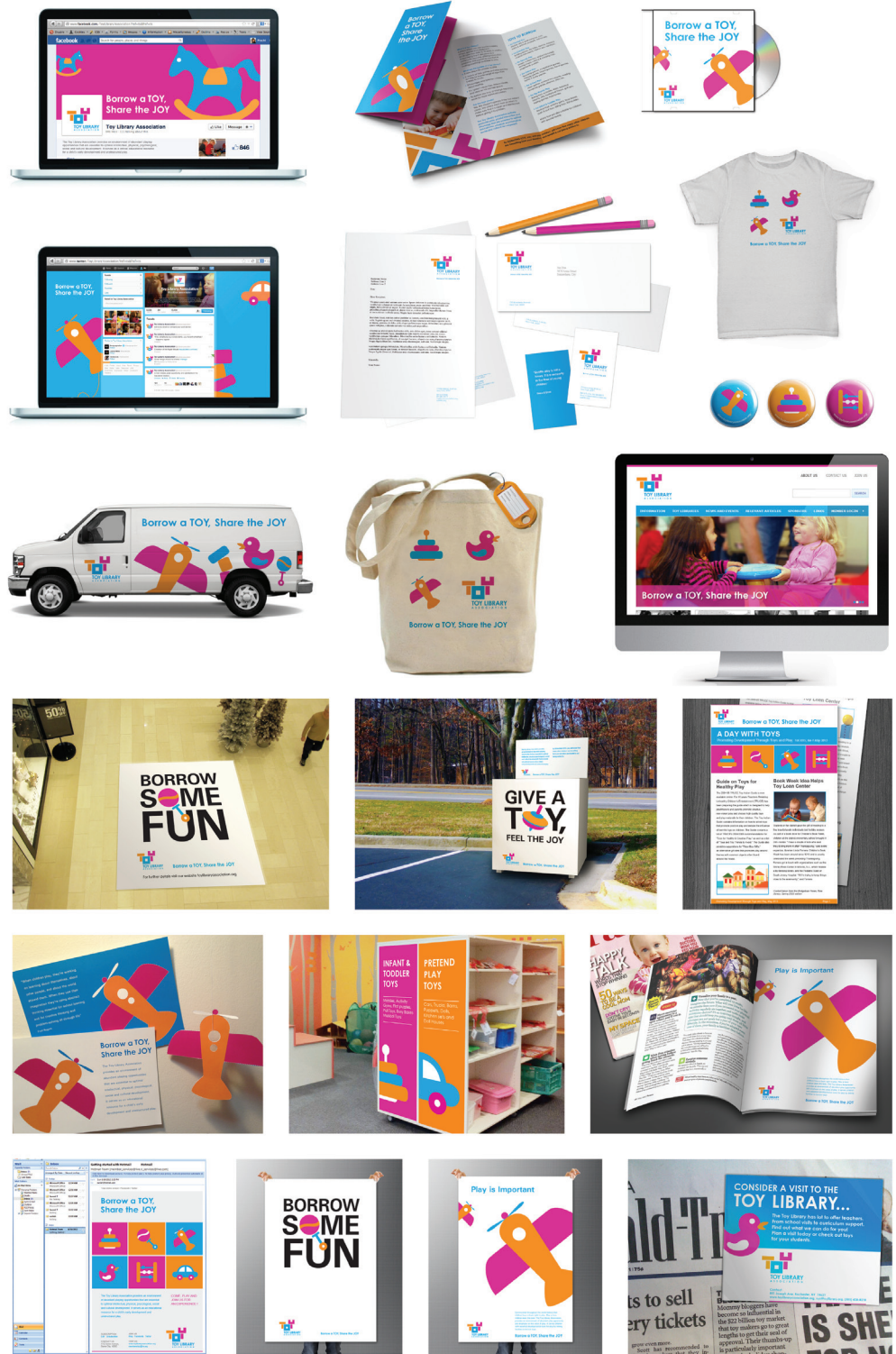


Opening Logo Design

Size

640px x 480px



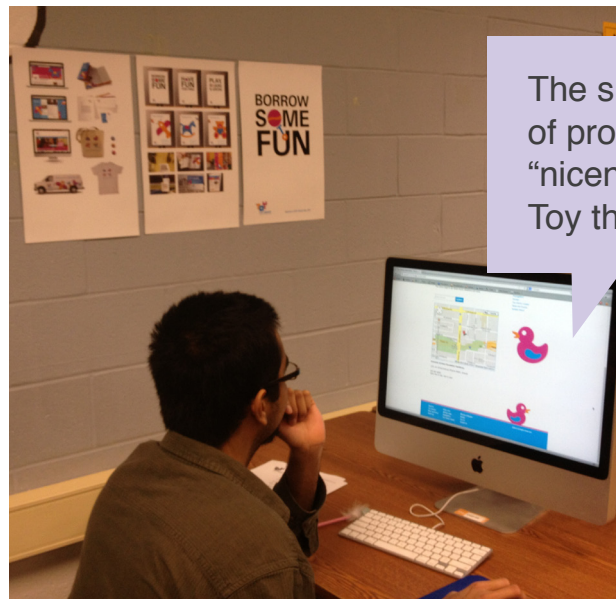


4.3

Usability Testing

A survey was conducted to collect the feedback from the target audience about the Toy Library online applications that included website, opening logo and banner ads. Other applications of the campaign were printed and displayed to know how well the target audience receives it. Parents, teachers and expectant mothers were surveyed.

The thesis project was displayed at the annual campus-wide Imagine RIT festival, where feedback was collected. Twenty-one responses in total were gathered; the results were extremely positive and encouraging. A wider range of surveys can be conducted in future for further improvements and additions related to the campaign. Mentioned below are some of the feedback and general results collected from the target audience.



The site has a good feel of professionalism and “niceness” relating to the Toy theme.

I like the video.
The website is simple and catchy.

I really like your color choice and the campaign looks great

Great bright colors, clean look, great idea!

The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

The design reflects the organization's image



Excellent



Good



Average



Bad

The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad

The information on the home page (website) is easy to find



Excellent



Good



Average



Bad

Completed surveys can be found in Appendix A10, Usability Testing.

The design and development of the Toy Library campaign was a great learning experience. In the future, a Toy Library could utilize the campaign applications and materials to create awareness about the Toy Library and its benefits. The campaign has the potential to adapt to any toy library and help in promoting the organization to the target audience. The campaign has the potential to continue after the completion of the thesis. Several considerations and changes can be made in order to refine the thesis version of the campaign.

Learnings

To design and develop the Toy Library campaign a lot of research, content collection, planning and organization was done. This not only helped in refining organization and execution skills but also polished graphic and web design skills. The campaign helped gain knowledge from the concept stage to market-ready professional stage. It was a well-rounded exploration to develop skills and to think conceptually and strategically on fundamentals such as color theory and typography, as well as marketing and campaign development. It also gave insights on combining ideas with the incorporated technology and choosing the right communication route to deliver the message. Testing and feedback from the audience were important steps to improve the project at every stage.

Working on the campaign brought about a better understanding of developing online applications such as web banners, website development and opening logo design. The campaign also provided an opportunity to learn new technologies, which could, in future, lead to a better working relationship between the designer and the developer.

Future Considerations

Developing web applications for the Toy Library campaign was a challenge with regards to interaction, navigation and its presentation in a simple, clean and consistent format to the target audience. Working on this campaign has given me a better understanding of developing web applications.

As I move on in my professional career armed with the experiences, challenges and learning of new technologies gathered during the development of this campaign, I am committed to creating and delivering better interaction projects in the future.

The campaign has the potential to be used by any toy library to create awareness about Toy Libraries and promote learning through Play. The thesis campaign was presented to Deb Willsea, a Toy Library consultant and founder of the Lincoln Toy Library in Rochester, New York. There is a high possibility that the thesis might be recommended and used as a resource material for her toy library to move forward effectively for the foreseeable future.

New affordable modes of communication could be added to create awareness and inform the target audience about the existing toy libraries in the United States. Designing and developing mobile applications to promote toy libraries through social media would be other good ways to reach the target audience. Presenting the campaign in state fair exhibitions, schools, parent-teacher meetings and non-profit organizations would also contribute in generating awareness about toy libraries and providing information about the opportunities available for a child's development and unstructured play.

Conclusion

Based upon research, survey, design, development and user testing, the Toy Library campaign provides an opportunity to convey a specific message to the target audience about Toy Libraries and their likely benefits in a very simple, clean and visually appealing format by exploring different mediums of communication. Although there is room for future improvement, the campaign has the potential to serve as an effective resource for bringing awareness that is fun, playful, informative, educative, memorable, and engaging.

Appendix

Appendix

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TOY LIBRARY

Nurturing Talent – Learning Through Play



Thesis proposal submitted by
Prachi Kapadia
MFA Candidate

Rochester Institute of Technology
College of Imaging Arts and Sciences
Graphic Design
Fall 2013

Thesis Committee Approval

Chief Advisor **Nancy Ciolek**, Associate Professor
School of Design, Graphic Design

Chief Advisor

Date

Associate Advisor **Lorrie Frear**, Associate Professor
School of Design, Graphic Design

Associate Advisor

Date

Associate Advisor **Stephen Scherer**, Lecturer
School of Design, Graphic Design

Lecturer

Date

Consultant **Carol Fillip**, Assistant Professor

"When children play, they're working on learning about themselves, about other people, and about the world around them. When they use their imagination they're using abstract thinking essential for school learning and for creative thinking and problem-solving all through life"

Fred Rogers

Situation Analysis

Playtime activity assumes an essential role in a child's early development. It helps the child to be creative, imaginative and develop concentration. It also encourages the child to acquire cognitive and motor skills, hand and eye coordination, as well as to understand relationships. Experts such as neuroscientists, developmental biologists, psychologists, social scientists and researchers are of the collective opinion that Play is a profound biological process that helps to shape the brain.

Playtime activities involve a child's interaction with various kinds of toys. Toys teach children to sit up, walk, talk and help in exercising their muscles as well as their minds. Thus, toys form an integral part of a child's playtime activity and an important part of its developmental age.

Communities throughout the world stress the fact that every child has a right to play and toys are the tools that teach children about their world and their place in it. It was this belief that gave rise to the Toy Library, a concept that first originated in the United States. A Toy Library functions like a lending institution from where toys can be checked out. It can also be referred to as concept of 'borrowing'. The main principle of the toy lending service is to develop a wide range of skills and allow each child their right to play. It also fosters child's development and thus serves an important educational purpose.

The first Toy library was established in Los Angeles in 1935 during the economic hardships of the Great Depression. This came forth due to the concern of rising theft in young children during those years. The Toy Library was established for supporting values of good citizenship like responsibility, cooperation, courtesy of ownership rights, sharing with others and building community. Since then many Toy libraries have started all over the United States. While spread across the United States, it has however, not been as well received in other countries around the world.

As a result, there are many people who are still unaware of the concept of a Toy Library and its benefits, while there are others who perceive it as a mere lending service offered to special children. It is therefore of great importance to spread not only the concept of the Toy Library but also its benefits, which include providing an environment of abundant playing opportunity and affirming values of honesty and sharing among children, building communities as well as serving as a critical educational resource for a child's development and unstructured play.

Among other benefits that people need to be aware of is that a Toy Library would help protect the environment by reducing the purchases of toys by individual families. Children often demand new toys, as they are bored playing with the same ones, which often leads to overconsumption. Most importantly, people need to recognize the eco-friendly importance of the Toy Library. The majority of plastic toy manufacturers use a lethal vinyl called Polyvinyl Chloride (PVC) in toys. Plastic toys are responsible for water and air pollution because they leach hazardous toxins into the environment. The majority of plastic toys cannot be recycled; especially the battery-operated toys, thus contributing to environmental pollution. By ensuring strictness in standards, a Toy Library would prevent such environmental hazards.

Problem Statement

Due to the lack of awareness of Toy libraries and their many benefits, parents are yet uninformed about the resources available for their child's development and play. Despite the fact that there are many toy libraries, there has been no awareness campaign as yet translated into action.

In recent years due to the increasingly sophisticated and heavily marketed play options like indoor playgrounds, and water and amusement parks, daily play is sold and turned into a consumable product. With the school's focus on rigorous academics and homework, children have less and less time for free play. During a child's free time, unstructured play time is often filled with sports and other activities. In today's fast paced, globalized world where most forms of playtime activities are in the form of structured environments, how can we convey a message to inform, motivate and direct the audience towards the importance of unstructured play and importance and benefits of the Toy library?

Has there been any awareness to inform the audience the importance of play and benefits by joining a Toy Library? "Parents are a crucial socializing agent of their children in the marketplace".¹ Marketing research has proven that parents affect their children's development of consumer habits and skills. The idea thus begs the question, "Has there ever been a visual design solution about the good green idea of a toy library that reduces cost of ownership, space in the house, allows a child to play with new and unique toys in a single ownership model and reduces environment pollution?"

The research and application will focus on rebranding and developing a public awareness campaign for a Toy Library Association in the United States. The main scope of my thesis is to promote the benefits of Toy Library through a public awareness and marketing campaign that can enable the audience to change their beliefs and opinions about Toy Library. The current identity of Toy Library Association of United States is dated and does not connect with the audience. Rebranding the existing identity will help attract the new audience and retain the current audience. The new identity design will reflect fun, play, simplicity, forward thinking, energy and enthusiasm. It will reignite the change in the "feel" of a Toy Library Association. The brand awareness will help in bringing all the toy libraries under one roof, ensuring a stringent standard, as well as consistent facilities, programs and toys across the United States.

¹ Ozzane, *Pamplin College of Business Magazine*, Virginia Tech, 2011, online

The awareness campaign will help individuals and organizations to start and promote toy libraries, represent a large network and provide an opportunity to lend toys from across the United States. Designing an awareness campaign for a Toy Library Association will call the audience to action. It will convey a specific message to inform, promote, provoke and motivate people to join the service. It will educate and create awareness of Toy Library and its benefits in an effort to change the attitudes, opinions and behavior of the audience and stimulate positive feedback.

The campaign will also focus on the environmental problems related to buying of new toys, which often leads to overconsumption of plastic goods that contributes to plastic pollution. This will provide initiative to protect the environment by reducing toy purchases and encourage the purchase of more sustainably manufactured toys.

The campaign will be designed to educate parents as to why a Toy Library is beneficial in child development and empower them to be a part of this service. It will emphasize the importance of play and creative expression in learning and cognitive development.

Survey of Literature

Toy Libraries: Learning through Play with Toys

Urania Kapellaka, 1992

The author gives a general, positive overview of the Toy Library movement and how it can help children in their developmental age. The article explains the need for starting a toy library. It focuses on its goals and benefits and gives a brief overview of toy libraries all over the world.

A Child's Right to Play: The Social Construction of Civic Virtues in Toy Libraries

Journal of Public Policy and Marketing

Lucie K. Ozanne and Julie L. Ozanne, 2011

The research paper concentrates on the live experiences of parents and children who are the active members of toy libraries. It covers a child's right to play and information about the toy library system. It explains the policies, concept of borrowing and the functional benefit of toy libraries. There is information on statistics, data, and comments by parents and children in this article. It also points out the importance of play in a child's life, social suturing, public policies and the feedback of interviewing parents and children about Toy Library experiences.

Toys and American Culture: An Encyclopedia

Sharon M Scott, 2009

The author covers information on the toy industry culture in America. The encyclopedia focuses on the growing significance of toys, the development of toys and their influence in society. It also includes interesting historical pictures, information about who developed toys, excerpts on toy museums, toy companies and the important toy trends in America. The book helps in understanding about the toy culture and its background in America. It also gives knowledge about the delightful past and the inspiring future of the American Toys.

Plastic Pollution (Hot Topics)

Geof Knight, 2012

The author gives an overview about the increasing use of plastic products that harm the natural environment, as well as how the convenience of plastic in our everyday life has come at a price because of overconsumption. The author brings out the facts about the plastic pollution and its effects. He talks about the history, problems with plastic and how it is made.

Street Smart Advertising

Margo Berman, 2010

The author gives an overview about discovering the exciting strategy based on Ads and Campaigns. The book remarks on the thinking and the creative process involved in building concepts for ad campaigns. It also focuses on how to make the users engaged and connect through conceptual process related to creative strategy.

Early Child Care

Caroline A. Chandler, Reginald S. Lourie and Anne DeHuff Peters, 2011

The author demonstrates the importance of early child care during a child's development age, the influence of the outside world in developing skills and learning moral understanding. The book covers the topics on child development and the importance of parent-child attachment bond.

Play All Day: Design for Children

Robert Klanten, Sven Ehmann and Floyd Schulze, 2009

Play All Day documents a collection of the most bright, motivating and engaging design products and concepts for children. The book gives examples of innovative and well-designed toys, playgrounds, play environments, furniture and kindergarten architecture. It includes everything related to children ranging from toys to sustainable furniture designs. It is a helpful source for the exploration of art into play. It is innovative, inspiring and imaginative.

The Parent/Child Toy-Lending Library; an educational product of the Far West Laboratory for Educational Research and Development

Fred Roseau and Betty Tuck, 2010

Fred Roseau and Betty Tuck give an overview about securing and installing the parent-child toy lending service. The authors cover the implementation of toy lending service for educational purposes. It teaches parents to use a variety of toys at home to stimulate the growth of the child's intellectual skills and enhance his self-concept with the help of Toy Library.

Design Ideation

Current identity of
USA Toy Library
Association



Logos of Toy
Libraries across
the world



Existing Brochures
and pamphlets on
Toy Libraries



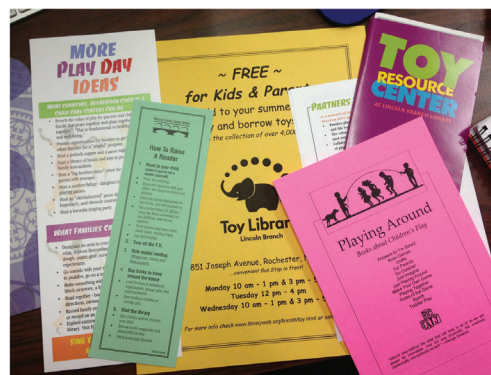
Images of Toy Libraries around United States



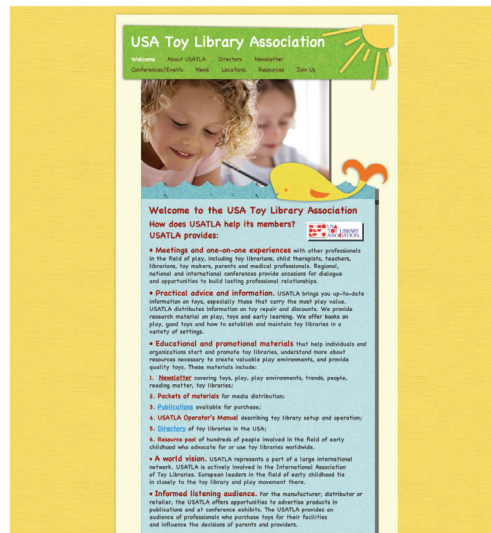
Pictures taken while on a visit to a Toy Library in Rochester



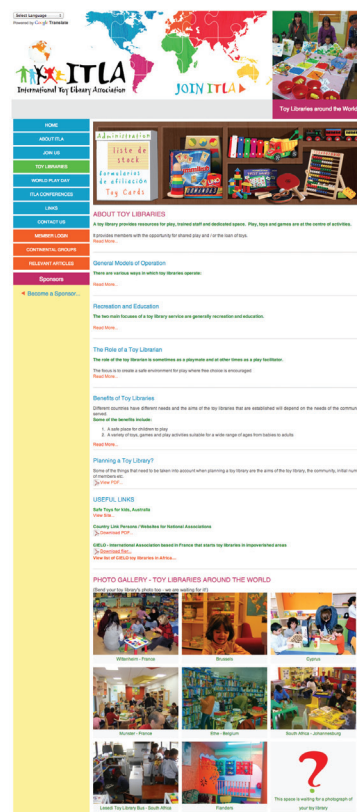
Brochures and leaflets of Lincoln Toy Library in Rochester



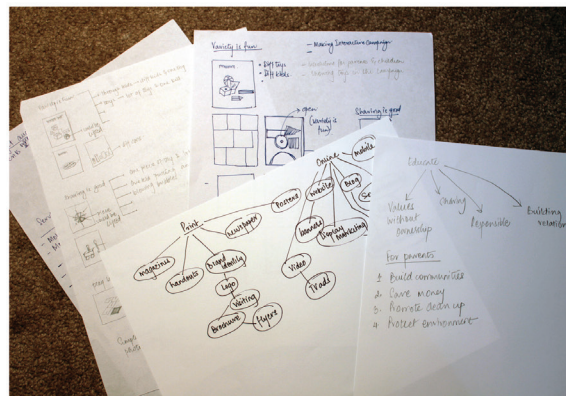
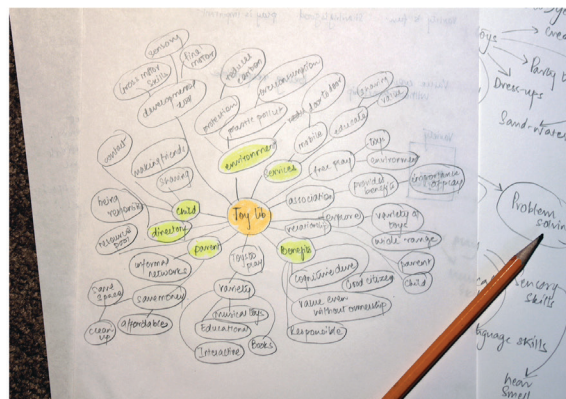
Existing website of USA Toy Library



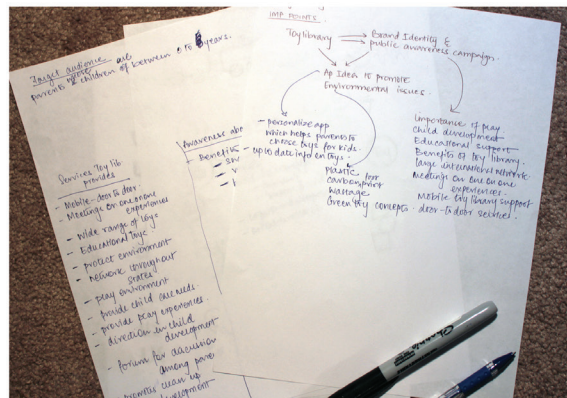
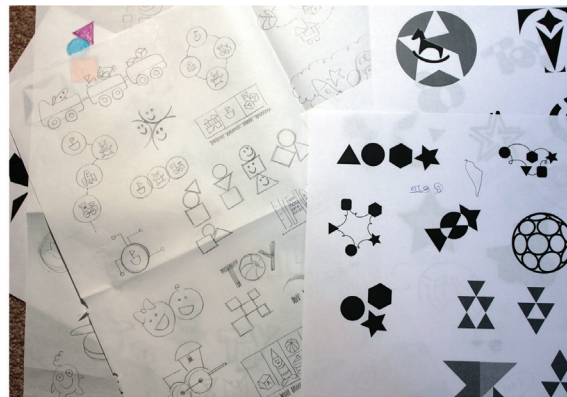
International Toy
Library Association
website



Mind mapping and
Word listing



Doodling, sketching
and relating ideas to
the goal of the project



Methodological Design

Approach

To research the lack of awareness about a Toy Library. Visit a Toy Library in Rochester to observe its day-to-day functioning.

Gather information on how a Toy Library operates and understand the thoughts and feelings of the children.

Interview people about their experiences at the Toy Library.

Assemble data from various Toy Library websites, videos on toys and early child care, books and articles on ad campaigns and sustainable designs.

Collect feedback from personal interviews, questionnaire from the audience who are unaware about Toy library service and those who are associated with this service.

Evaluate the data and information collected from various sources and do a statistical analysis. The analysis of the feedback will be qualitative and quantitative.

Implement the information collected from my research to rebrand and design an awareness campaign that will inform, promote, provoke and motivate the audience to join the service.

The awareness campaign will direct a new approach and provide an opportunity for child's play. The rebranding identity design will reflect fun, play, simplicity, as well as emotions and reignite the feel of a Toy Library Association to directly connect with the audience.

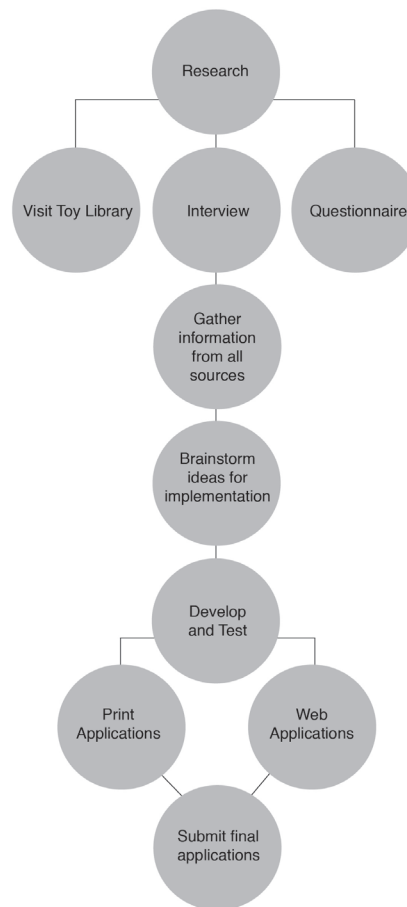
Create final design applications for print, web and mobile. Print application may include identity designs, brochure, magazine, newspaper ads and other promotional designs. Online applications could include display ads, social media, website design and online video spots. The design implementation will also focus on sustainability design solutions.

If time permits than I would like to create an App for smart phones on child development and what skills children develop between 0 to 5 years with specific toys.

Submit thesis work to pre-schools, daycare, play groups, toy libraries, online competitions and conferences supporting sustainable environmental approaches.

16

Process



Target Audience	The main target audience for my research will be parents (23-40 years male and female) and their children between 0 to 5 years. For surveys, personal interviews target audience will be parents, pregnant mothers, children caretakers, librarians, pre-school teachers who are both, associated and not associated with a Toy Library.
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Persona A



Age 32 years, Female

Occupation Working

Julie is a single mom with two young children ages 3 and 5 years. Her children attend preschool while she works. When they all get home at the end of the day, Julie is exhausted but finds time to spend with her children. She likes to attend and participate in different programs and events that help improve her, as a parent as well as look for different opportunities for her children. She likes to read magazines, articles on parenting, childcare and education. She has to budget her finances as she has children to take care of and a home to run.

Technology Laptop and desktop user.

Persona B



Age 34 years, Male

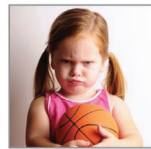
Occupation Senior Manager in a bank

Steve is a 34 year old senior loan manager for a bank. He and his wife have a 2 year old daughter. Both are working professionals. Steve enjoys going out on family outings and playing with his 2 year old daughter. He has an interest for collecting information about what is going on in the community.

He likes reading community newspapers, looking at the upcoming events and also socialize with his neighbors. He is a member of the environmental protection daughter the values about sharing, respect, honesty, responsibility and mixing with other children her age.

Technology Computer Savvy, understand smart phones and technology, Might own an iPad or a reader to read ebooks, check blogs while going on family outings.

Persona C



Age 3 year, girl

Occupation Jennie goes to nursery from 8am to 6pm while his parents are at work. She is a stubborn child and does not like to share her toys with anyone. She is interested in puzzles, numbers and letters. She is learning concentration to master finger and hand movements.

Technology No Knowledge or understanding of technology

Software Mac book and Adobe Suite CS 6 will be used. If time permits to design an app the related program will be used to develop it. Below are the programs listed.



Dissemination

I plan to upload my research, feedback and questionnaire by posting it on my blog, prachikapadia.blogspot.com. I will be leaving the printed copy of my final thesis with RIT Archives and electronic copy to Digital Media Library, Online RIT Archives and ProQuest. I will submit my final thesis to various competitions online, social networking websites, conferences, organizations, publications organizations and shows related to my thesis subject.

I plan to submit my thesis project to the below mentioned competitions, publications and organizations

Competitions	Behance Network, Identity Design Showdown Brands of the World Communication Arts Design Competition American Advertising Federation (Addy Awards) Cannes Lions International AIGA Awards
Magazines	Communication Arts How Magazine Adbuster Magazine
Organisations	Toy Libraries Search for Toy Libraries who might be interested in purchasing the ad campaign AIGA Exhibitions that might be interested to show the final project. United States Environmental Protection Agency Approach EPA if they are interested in advertising green good idea of a Toy library.

Evaluation Plan

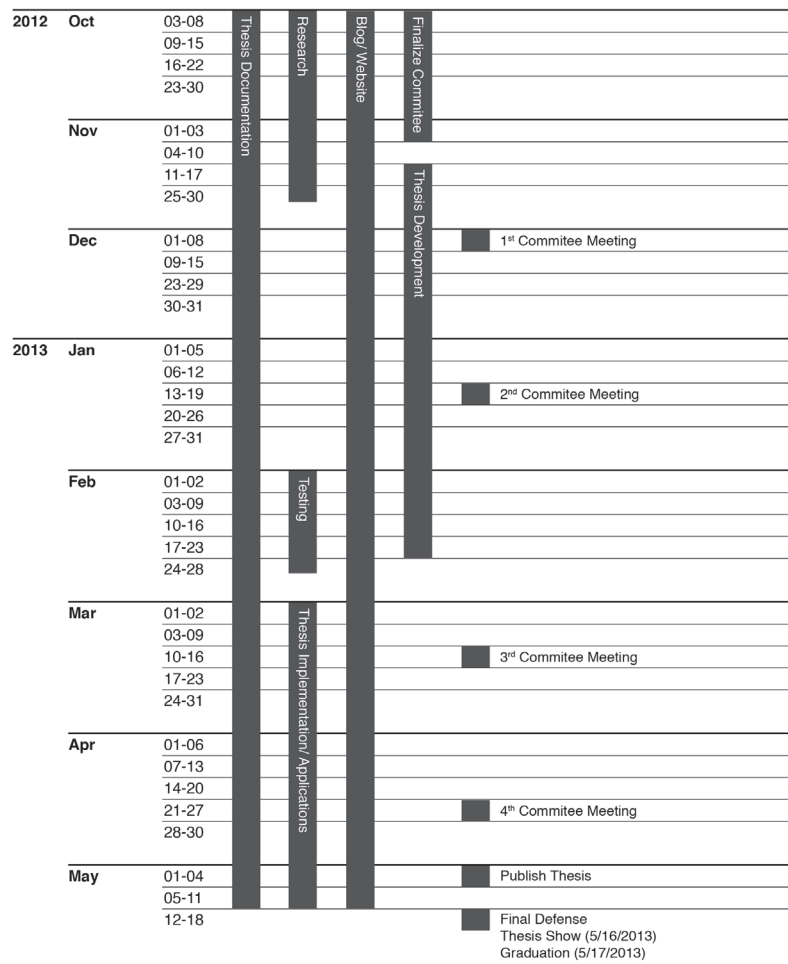
In order to connect directly with the user and call the audience to action it is very important to have user's feedback and response, which will help in developing this project. The key is to understand the target audience and tailor messages according to them.

I will be submitting online questionnaires on reddit, social networking websites blogs. Evaluate the data and information collected from various sources and do a statistical analysis. The analysis of the feedback will be qualitative and quantitative. After gathering information from all sources I will be able to apply the data in my research and design an awareness campaign on a Toy library that will convey a specific message to inform, promote, provoke and motivate people to join the service.

Pragmatic Considerations

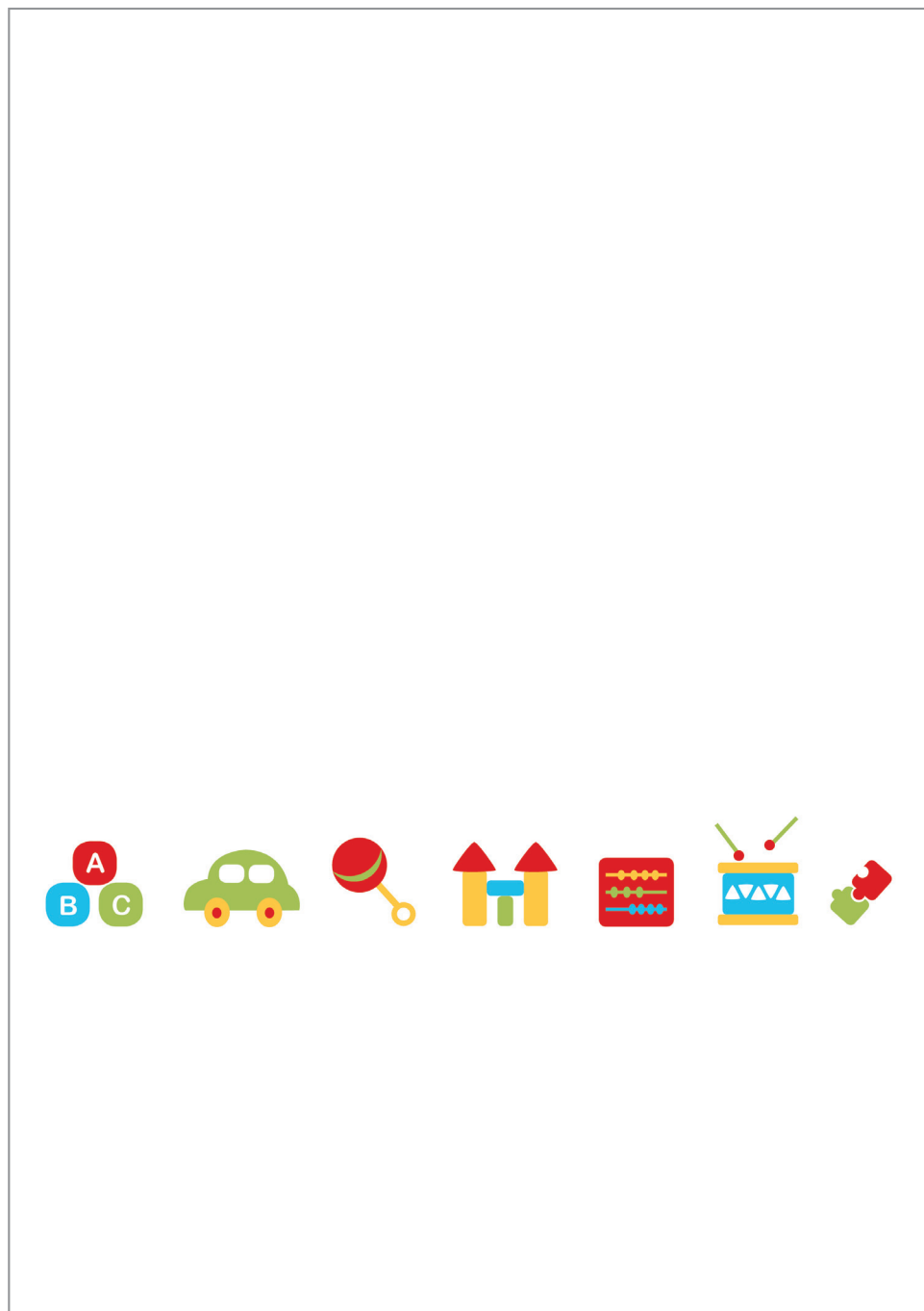
Budget	The estimated cost of my thesis project is noted below but all expenses are subject to change as scope and final deliverables for project are developed.	
Thesis show	Promotional Materials, Posters, Cards for show Printed final campaign and additional printed material for show	\$600
Dissemination	Submitting final thesis to competitions and magazines	\$200
Publishing	2 copies of printed proposal 3 copies of final bound thesis	\$100
Total estimated cost		\$900

Timeline



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Blank Toy Library Survey

Below is a blank survey form that was sent to the target audience. Online survey was mailed with the survey link to the targeted audience across United States and physical survey was carried at the Margaret's House in Rochester Institute of Technology, New York.

The image displays two sequential screenshots of a Google Forms survey titled "Toy Library Survey". The survey is presented within a web browser window, with the URL https://docs.google.com/spreadsheets/viewform?usp=drive_web&form visible in the address bar. The browser's top bar shows the date as Tuesday, July 15, 2014, at 11:42 AM, and the user's name as Prachi Kapadia.

The first screenshot shows the introductory text of the survey, which reads:

Toy Library Survey

Hello Everyone,
I am Prachi Kapadia, MFA Graphic Design student from Rochester Institute of Technology. I am working on my thesis and trying to collect information about Toy Library. I have a small research questionnaire, would really appreciate if you can give me your valuable inputs on the same that will help me with research and development. Also, please pass on to any friends, colleagues whose children are between 0-9 years or who runs a day care center or who is a teacher in a primary school in the USA.

I would love to get any additional comments, feedback as well; there is a blank space at the end of the survey.

Thank you very much for your time.
Prachi Kapadia

The second screenshot shows the survey questions, which are marked as required:

GENDER *

☐ Male
☐ Female

YOUR AGE *

OCCUPATION *

CITY & STATE *

HOW MANY CHILDREN DO YOU HAVE? *

☐ 0
☐ 1
☐ 2
☐ 3
☐ 4

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https://docs.google.com/spreadsheets/viewform?usp=drive_web&form=...

HOW OLD ARE YOUR CHILDREN? *

- ☐ 0 - 1 years
- ☐ 1 - 2 years
- ☐ 2 - 3 years
- ☐ 3 - 4 years
- ☐ 4 - 5 years
- ☐ 5 - 6 years
- ☐ 6 - 7 years
- ☐ 7 - 8 years
- ☐ 8 - 9 years

HOW OFTEN WOULD YOU BUY A CHILDREN'S TOY? *

- ☐ Once a week
- ☐ Once a month
- ☐ Impulsive purchase
- ☐ Only on occasions

HOW MUCH WOULD YOU SPEND ON BUYING A TOY FOR YOUR

Edit View History Bookmarks Tools Window Help 11:42 AM 100% Tue Jul 15 11:42 AM Prachi Kapadia

https://docs.google.com/spreadsheets/viewform?usp=drive_web&form=...

HOW MUCH WOULD YOU SPEND ON BUYING A TOY FOR YOUR CHILDREN? *

- ☐ Less than \$10
- ☐ \$10 - \$25
- ☐ \$25 - \$50
- ☐ \$50 - \$100
- ☐ More than \$100

WHAT IS THE MOST IMPORTANT FACTOR THAT YOU CONSIDER WHILE BUYING A TOY FOR YOUR CHILD? *

- ☐ Safety
- ☐ Appearance
- ☐ Durability
- ☐ Price
- ☐ Eco - friendly
- ☐ Easy after care

DO YOU THINK THAT UNSTRUCTURED PLAY IS IMPORTANT IN CHILD'S EARLY DEVELOPMENTAL AGE? *

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https://docs.google.com/spreadsheets/viewform?usp=drive_web&form=...

☐ Easy after care

DO YOU THINK THAT UNSTRUCTURED PLAY IS IMPORTANT IN CHILD'S EARLY DEVELOPMENTAL AGE? *

- ☐ Yes
- ☐ No

WHERE ARE YOU MOST LIKELY TO TAKE YOUR CHILD TO PLAY? *

- ☐ Amusement park
- ☐ Play area in a mall
- ☐ Park
- ☐ Activity center
- ☐ Community playground
- ☐ Water parks
- ☐ Other:

WHAT TYPE OF TOYS DO YOU BUY FOR YOUR CHILD? *

- ☐ Puzzles

WHAT TYPE OF TOYS DO YOU BUY FOR YOUR CHILD? *

☐ Puzzles

☐ Educational games

☐ Interactive games

☐ Books

☐ Family games

☐ Construction toys

☐ Traditional / wooden games

☐ Fun toys

☐ Bath toys

☐ Other:

DO YOU BUY A TOY IF YOUR KID CHOOSES IT? *

☐ Yes

☐ No

DO YOU FEEL THAT TOYS OCCUPY A LOT OF SPACE IN THE HOUSE? *

HAVE YOU HEARD ABOUT A TOY LIBRARY? *

☐ Yes

☐ No

IF YOU HAVE NOT HEARD ABOUT A TOY LIBRARY, WOULD YOU BE INTERESTED IN KNOWING ABOUT IT? *

☐ Yes

☐ No

☐ Other:

ANY COMMENTS OR THOUGHTS?

DO YOU FEEL THAT TOYS OCCUPY A LOT OF SPACE IN THE HOUSE? *

☐ Yes

☐ No

DO YOU THROW AWAY TOYS OR DONATE IT AFTER USE?

☐ Throw away

☐ Donate

☐ Other:

WHAT IS YOUR OPINION ABOUT RENTING OR BORROWING TOYS? *

A5 Toy Library Survey Results

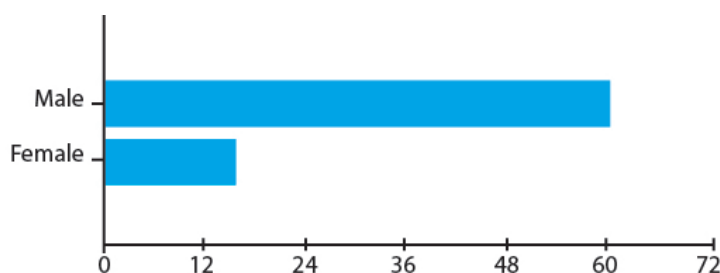
Below are the results from both the survey (online and physical survey).

Total Responses - 77

Question 1 Gender

Male 16 (21%)

Female 61 (79%)



(People may select more than one checkbox, so percentages may add up to more than 100%.)

Question 2 Your Age

21 years	1	39 years	2
25 years	1	40 years	6
27 years	1	41 years	1
28 years	4	42 years	2
29 years	2	45 years	1
30 years	10	51 years	1
31 years	3	60 years	1
32 years	5		
33 years	5		
34 years	11		
35 years	6		
36 years	3		
37 years	5		
38 years	6		

Question 3 Occupation

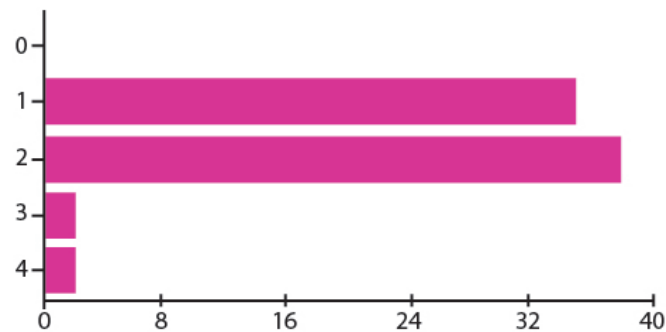
Physical Therapist	5	Mom	1
Teacher	3	Designer	1
Educator	2	Professor	4
Marketing	2	Assistant director	1
Student	13	Advisor	1
IT Professional	1	Graphic Designer	1
IT Manager	1	Instructional design	
Logistics Manager	1	research consultant	1
Physician	6	Faculty	1
Dentist	1	Homehealth Aide	1
Home Maker	6	Research Assistant	1
CEO, CFO & COO of the		Visiting Scholar	1
family, home, social and		Audiologist	1
business activities	1		
Engineer	1		
Sales	1		
Accounts	1		
Service	2		
Sr. Associate	1		
Software Engineer	3		
Software Developer	2		
Director, IT	1		
Manager Development	1		
IT	2		
Management	1		
PT	1		
CPA	1		
Occupational Therapist	1		
Speech-language Pathologist	1		

Question 4 City and State

New York	35
Maryland	1
Virginia	1
California	6
New Jersey	20
Texas	2
Illinois	1
North Carolina	1
Washington	1

Question 5 How many children do you have?

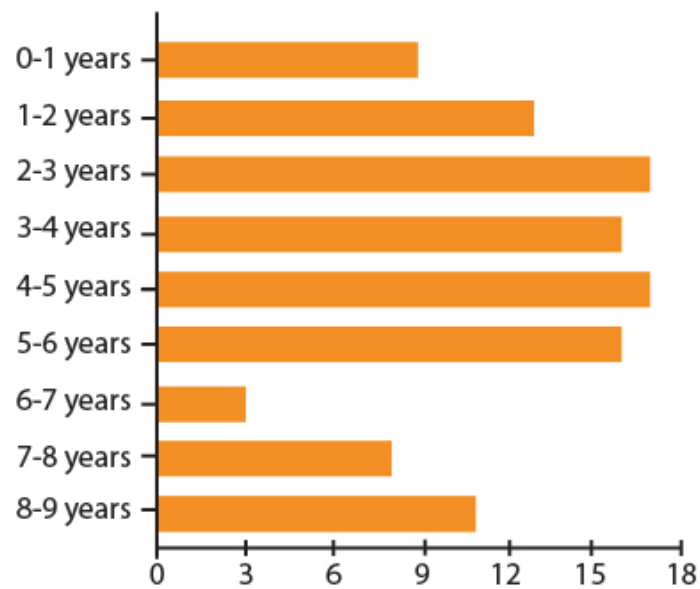
0	0	(0%)
1	35	(45%)
2	38	(49%)
3	2	(3%)
4	2	(3%)



(People may select more than one checkbox, so percentages may add up to more than 100%.)

Question 6 How old are your children?

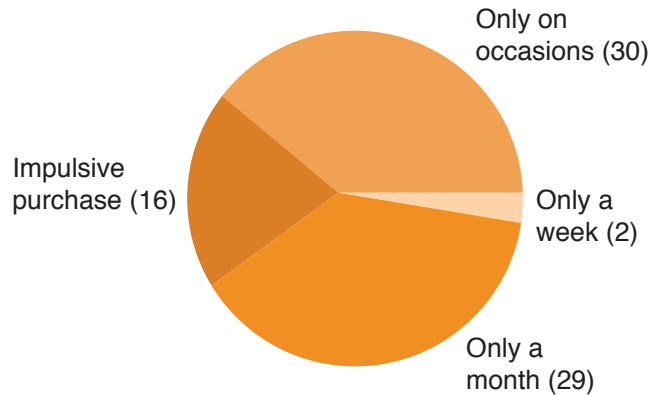
0 - 1 years	9	(12%)
1 - 2 years	13	(17%)
2 - 3 years	17	(22%)
3 - 4 years	16	(21%)
4 - 5 years	17	(22%)
5 - 6 years	16	(21%)
6 - 7 years	3	(4%)
7 - 8 years	8	(10%)
8 - 9 years	11	(14%)



(People may select more than one checkbox, so percentages may add up to more than 100%.)

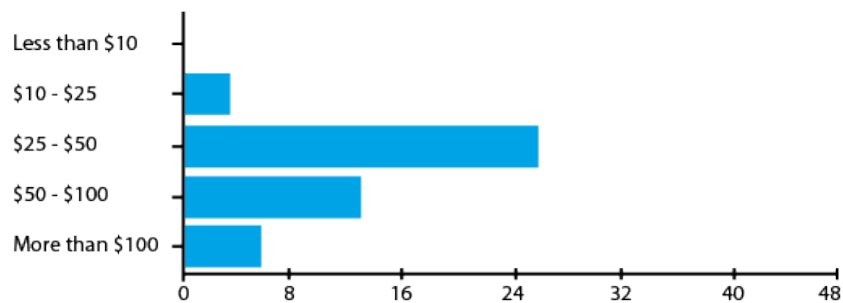
Question 7 How often would you buy a children's toy?

Once a week	2	3%
Once a month	29	38%
Impulsive purchase	16	21%
Only on occasions	30	39%



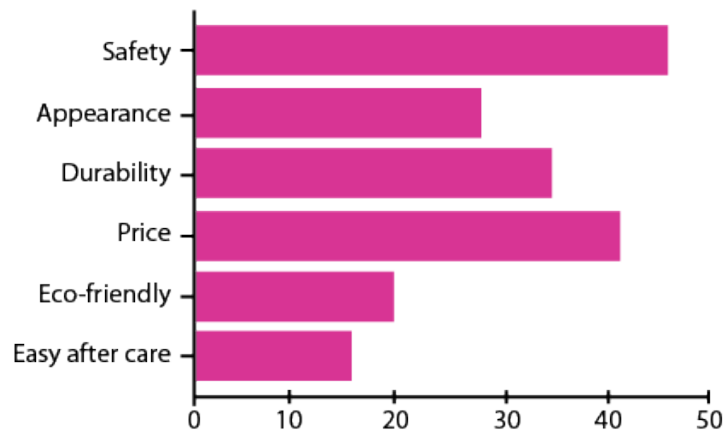
Question 8 How much would you spend on buying a toy for your children?

Less than \$10	5	6%
\$10 - \$25	42	55%
\$25 - \$50	21	27%
\$50 - \$100	9	12%
More than \$100	0	0%



Question 9 What is the most important factor that you consider while buying a toy for your child?

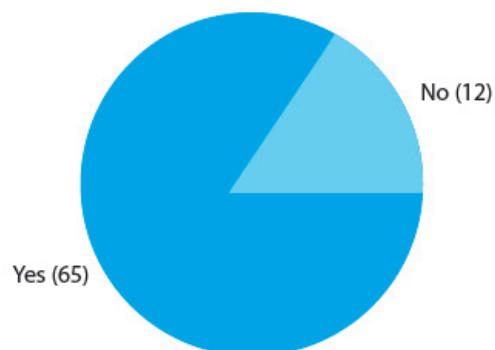
Safety	48	62%
Appearance	29	38%
Durability	36	47%
Price	43	56%
Eco - friendly	20	26%
Easy after care	16	21%



(People may select more than one checkbox, so percentages may add up to more than 100%.)

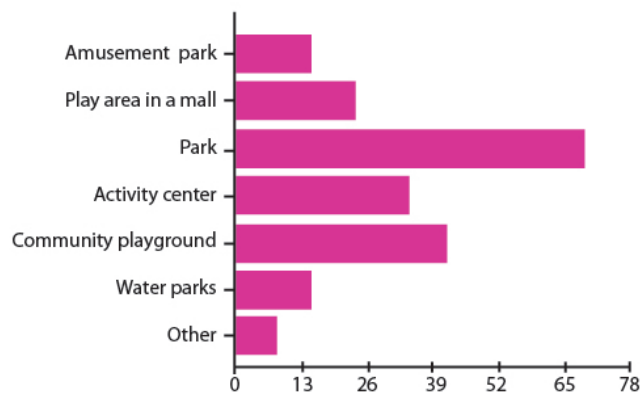
Question 10 Do you think that unstructured play is important in child's early developmental age?

Yes	65	84%
No	12	16%



Question 11 Where are you most likely to take your child to play?

Amusement park	15	19%
Play area in a mall	22	29%
Park	66	86%
Activity center	33	43%
Community playground	40	52%
Water parks	14	18%
Other	8	10%



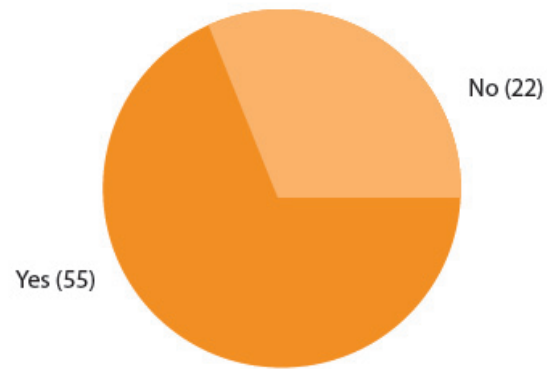
(People may select more than one checkbox, so percentages may add up to more than 100%.)

Question 12 What type of toys do you buy for your child?

Puzzles	42	55%
Educational games	44	57%
Interactive games	44	57%
Books	53	69%
Family games	38	49%
Construction toys	40	52%
Traditional / wooden games	18	23%
Fun toys	40	52%
Bath toys	17	22%
Other	1	1%

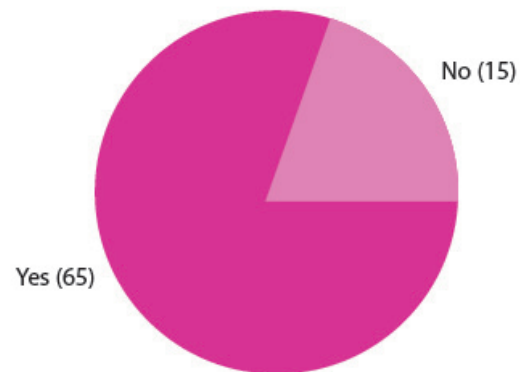
Question 13 Do you buy a toy if your kid chooses it?

Yes	55	71%
No	22	29%



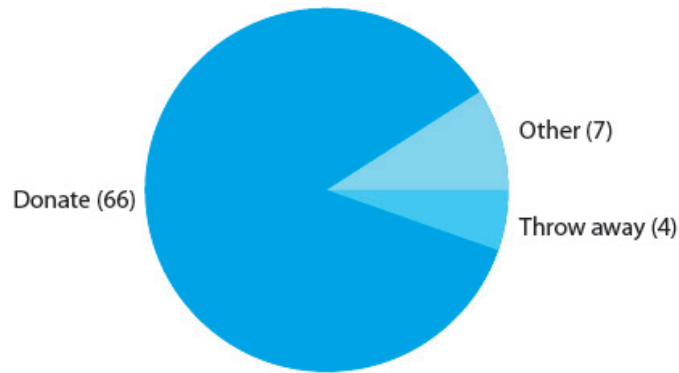
Question 14 Do you feel that toys occupy a lot of space in the house?

Yes	62	81%
No	15	19%



Question 15 Do you throw away toys or donate it after use?

Throw away	4	5%
Donate	66	86%
Other	7	9%



Question 16 What is your opinion about renting or borrowing toys?

- Opinion 1 It is good idea as kids often get bored playing with the same toy again and again. Also it will give them opportunity to play with more different types of toys just like they do with borrowing books from the library.
- Opinion 2 This would be good if toys are kept in good condition in the toy rental place or library.
- Opinion 3 Good idea.
- Opinion 4 Never thought about it but that sounds like a great idea for large items over 150 bucks.
- Opinion 5 I wouldn't do it.
- Opinion 6 It will be a way to try new toys and change the toys.
- Opinion 7 I think it could be a good idea.

- Opinion 8 It will be a way to try new toys and change the toys.
- Opinion 9 It will be a way to try new toys and change the toys.
- Opinion 10 Not that much fun for the kids. I do not think kids will enjoy rented toys. If they get attached to a toy they will want to keep it fr a long time.
- Opinion 11 Not a bad idea. gives the kids more variety
- Opinion 12 It is a good idea as kids get bored of their toys in few days.
- Opinion 13 Good idea.
- Opinion 14 Sounds like a good idea depending on price and condition of toys. Makes sense because many children like a "new" toy but then often tire of playing with it quickly.
- Opinion 15 Never thought about it, but seems like a great idea for more expensive toys.
- Opinion 16 Never thought about it, but seems like a great idea for more expensive toys.
- Opinion 17 Never thought about it, but seems cool for more expensive toys.
- Opinion 18 Never thought of that.
- Opinion 19 Dont like it as kids get attached to them.
- Opinion 20 I feel it is a good option. Children will have diverse options then and it will also save money.
- Opinion 21 Great idea. Will give child opportunity to explore more toys.
- Opinion 22 Not in favor.

- Opinion 23 Since we are growing our family, we keep the toys and rotate them through. Old toys are like old friends. We don't buy so many toys. We like to have our kids learn to play on their own and create their own imaginary play. We are not ones to rent toys. We think it's ridiculous. We saw someone trying to do that on the TV show Shark Tank. I think it is great for many American's who expect toys to entertain their kids instead of them playing and teaching their kids. These kids tend to get bored easily and do not become good creative problem solvers. They tend to have a harder time dealing with life's realities as they grow into adulthood.
- Opinion 24 Not sure.
- Opinion 25 Not very hygienic.
- Opinion 26 Would save lots of money. Some toys can be extremely expensive & most children don't play with their toys for a long period of time. Renting toys will allow children to have new toys more often & it will save parents from spending a lot of money.
- Opinion 27 Now my baby is very young and puts everything in her mouth. So I am not comfortable renting shared toys. But when she grows up I may do it (definitely books). I'm still concerned about bed bugs and pet hair and flu season viruses. But if someone assures me that these aren't going to be a problem then I think it's a great way to save money and expose your kids to a lot of things.
- Opinion 28 I would say that renting would be a good option only if the price is relatively cheaper than actually purchasing that toy. Also, the toy must be well kept and clean. Renting would mean less clutter at home.
- Opinion 29 Would be Great.
- Opinion 30 I do not think renting of toys is a good idea. I would not like to give my kids toys which I really don't know who has used it and how they have been taken care off.
- Opinion 31 If it is a pricy & the in good condition, I don't mind renting it.

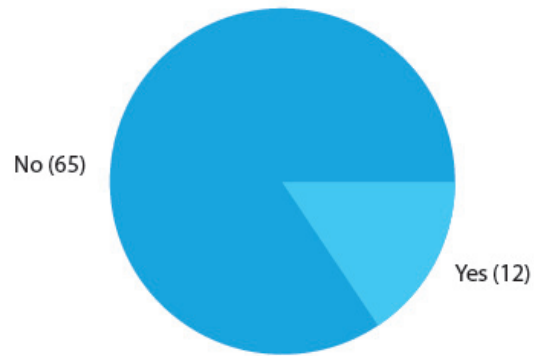
- Opinion 32 I will not be in favour of any of these options reason been renting a toy may be expensive or for a les number of days...and borrowing is not in favour due to I am not sure in what environment the toy was . In or used..."no. i think if the toys i don't need and my child grew up , why i am renting ? take someone Benefit . donate or buy but rent i don't agree. toy isn't expensive thing need to rent!
- Opinion 33 Not bad because children like to change their toys frequently.
- Opinion 34 It's a good idea.
- Opinion 35 My son always break a toy atleast one in a week, so i prefer to by instead of renting or borrowing.
- Opinion 36 I would be concerned about the cleanliness of the toys.
- Opinion 37 Very Good Idea for expensive items as well as puzzles books etc.
- Opinion 38 I am not sure if they are hygeinic enough as my baby is very small. Maybe when she is bigger.
- Opinion 39 None.
- Opinion 40 Good idea Would not do it.
- Opinion 41 Great idea! It will lessen the family's expenses and declutter the house.
- Opinion 42 great idea, i often borrow from the library.
- Opinion 43 I would not rent a toy due to concerns on the cleanliness of the toys.
- Opinion 44 Depends on what kind of toy I m gonna rent like a trike or a car but not any toy below \$75 I would rent.
- Opinion 45 Good idea.

- Opinion 47 That would be unique and kind of cool. i'd want to be sure the toys are cleaned after each use though.
- Opinion 48 Borrowing would definitely help in saving some money, but at the same time I would be concerned about the germs coming home with the borrowed toys.
- Opinion 49 I think it is a great idea to borrow toys just like borrowing books in the library. The Only concern is the hygienic factor.
- Opinion 50 Haven't heard about a place that does it. Would be open to it for sure.
- Opinion 51 I am okay with renting or borrowing toys with friend or a consign.
- Opinion 52 Don't usually rent because my boys are pretty rough with their toys. Love hand me downs because older toys seem to be more durable.
- Opinion 53 I don't do it.
- Opinion 54 Never thought about it.
- Opinion 55 Good idea we do buy few from open.
- Opinion 56 Love it.
- Opinion 57 Good idea.
- Opinion 58 Depends on the manufacture i was not thinking about this before.
- Opinion 59 It would be nice to rentand return toys than when your kids screw them not good.
- Opinion 60 I would usually saytoys of sanitary reasons.
- Opinion 61 I would do it if i knew with children friends.
- Opinion 62 Never considered it but its a good idea if you have several kids.

- Opinion 63 I m always unsure because what if my children breaks it and i will have to pay full price.
- Opinion 64 Not sure, sometimes they get broken dirty or lost.
- Opinion 65 I never thought of it.
- Opinion 66 Sounds good to me.
- Opinion 67 Wonderful would be very familiar to library. would question the sanitary conditions of some toys.
- Opinion 68 Its a good idea but haven't looked into it.
- Opinion 69 Have not considered
- Opinion 70 love it.
- Opinion 71 Usually not.
- Opinion 72 "Borrowing -ok renting-maybe."
- Opinion 73 Good option.

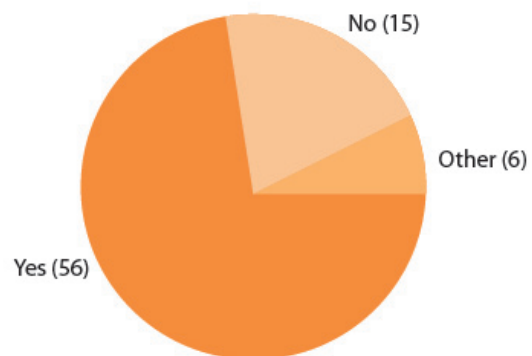
Question 15 Have you heard about a Toy Library?

Yes	12	16%
No	65	84%



Question 16 If you have not heard about a Toy Library, would you be interested in knowing about it?

Yes	56	73%
No	15	19%
Other	6	8%



Email Documentation

Email to and response from Deb Willsea

Toy Library Consultant at Lincoln Toy Library, Rochester, New York

Email to Hello Deborah,

Deb Willsea

9/16/12 I got your details from my Prof. Lorrie Frear. I am a MFA student in Graphic Design. I have chosen Toy Library as my thesis project. I would be doing a brand identity and public awareness campaign on Toy library to make people aware about the concept of toy library and its positive significance on child's development. I heard from Lorrie that you own a Toy Library. Can you send me the details or a web link of the toy library. Can I come down next weekend and meet you in person and know more about toy library. Will it be ok if I take some pictures? This will just be for my reference and research purpose.

Looking forward to hear from you,

Thank you,

Regards,

Prachi

Email from Hi Prachi,

Deb Willsea

9/16/12 I look forward to meeting you and having you see the Toy Library in person. Next weekend would be a good time to visit if you are able to. Let's set up a telephone time between now and then to get acquainted and see what would be most helpful to you!

Deb Willsea

Email to Hello Deb,

Deb Willsea

11/30/12 How are you? Hope you had a good thanksgiving break! I had a good break and now back to school.

Is it possible to give me copies of the archives on Toy library you were talking about when we met. Also can I take feedback from the members of the toy library. Can I ask general questions like what do you think about toy library, how did you hear about them and so on.

I don't know how should I go about this. Should I give you a online questionnaire form that you can forward it to the members or should I personally come there and take the interview. or may be if you can send me their email ids or contact details I can ask them on phone.

I can meet you again whenever you are free. I would also like to share my thoughts on questionnaire and what I am planning to do for my thesis.

Regards,
Prachi

Email from HI Prachi,

Deb Willsea

12/7/12 I am finally a bit more freed up to follow up with you. Do you have a drafted questionnaire to send to me via email or would you like to get together to talk further? I will check with library staff regarding best approach for interviews with customers.

Deb

Email to Hello Deb,

Deb Willsea

1/14/13 How are you? How was your break? My break was good and I just got back last week from Raleigh. I am sorry for the delay in sending you the form. In my previous email I included the form in an email so if you want to forward it to the parents.

Just to update you few things. I have decided to go with creating a campaign for Toy Library Association. I removed USA so that I don't get into any trouble. My idea is to create a national template as I am focusing nationally. These templates (campaign) could be used by the local Toy libraries. There will be guidelines and standards given so that there will be uniformity throughout USA and will help in branding and creating awareness. For example to show local toy libraries and how the applications will be applied I will be using Lincoln Toy Library. Is that fine with you.

Can you just go through the form once. As I will be printing them and will courier you in a day or two. It seems difficult for me to come down this week due to college work. I was thinking of making 30 copies.

Also do you know any people whose children are between 0 to 9 years whom I can send a survey (not associated with toy libraries), may be your friends, colleagues or someone.

Below is the link to the form

<https://docs.google.com/spreadsheet/viewform?fromEmail=true&formkey=dGM2Y0dpb09leDJzNzhXRFREOHNBWc6MQ>

Let me know

Have a good day,

Regards,

Prachi

Email to and response from Roberta Dinoto

Program Director at Margaret's House Child Care Center, RIT

Email to Roberta Dinoto 1/14/13 Hello Roberta,

I am a 2nd year MFA graphic design student at RIT. Currently I am working on my thesis. My thesis is on a Toy Library where parents, teachers and many others can rent or borrow toys. I am doing an online survey for collecting research.

I got your details through a friend. I wanted to send a survey link to the parents or may be fill out a printed survey. Can you forward it to parents or do I need to take any permission. Can you please help me on this.

Regards,
Prachi

Email from Roberta Dinoto 1/21/13 Hello Prachi

I am sorry for my delay in responding to your request for assistance with your survey. Before I share any information with families on behalf of students, I take the opportunity to review it myself. Please provide me with a copy of your survey. Once I have reviewed it, you may want to explore a few options for getting it to our families:

Create a sign or signs to post in our lobby and classrooms (the type with the pre-cut 'tabs' that someone can tear off are often effective)

Place copies of your survey and writing implements on our entry table with an eye-catching box/receptacle for returning them
Please let me know if you have any questions.

Thank you.
Roberta DiNoto
rxdhcc@rit.edu

Email to Judith Iacuzzi

Executive Director at USA Toy Library Association

Email to Judith 2/6/13 Hello Judith,

I am Prachi Kapadia from Rochester Institute of Technology, NY. I am a 2nd year MFA graphic design student at Rochester Institute of Technology. I am doing my thesis on a toy library promoting the benefits of a toy library nationally and locally by doing an awareness campaign. I will be designing various applications like poster ads, banner ads, website, social pages, blog etc.

While researching I came across USA toy library association website. I really liked the concept of USA toy library association that brings together all the local toy libraries together. Can you give me some information as how toy library association works? How the local toy libraries get in touch with the usa toy library association? How do you promote the toy libraries? Through advertisements, banners?

It would be great if you can give me some information.

Thank you,

Regards,
Prachi Kapadia

Email to and response from Danna

Managing Director at Ad Council

Email to Hello Danna,

Danna

12/13/12 I am Prachi Kapadia. I am a 2nd year MFA graphic design student at Rochester Institute of Technology. I am working on my thesis on a Toy Library. For my thesis application I am doing an awareness campaign on a Toy Library. I will be designing various applications like poster ads, banner ads, website, social pages, blog etc. Toy Library is a service that gives toys on rent and is run by a non-profit organisation. As its non-profit service I have to design the campaign keeping in mind budget and focus on different ways of free advertising to promote Toy Library.

While researching I came across Adcouncil website. I was really interested as Adcouncil promotes public service campaigns. Can you give me a little brief about the services Adcouncil does? Does Adcouncil charge any money for promoting non-profit organisations? How does it work? What type of ads or applications are designed for promotion? Applications change according to different organisations?

Whatever information you will give me I will not use for commercial purposes. It will be used for my reference.

Regards,
Prachi Kapadia

Email from Hi Prachi,

Danna

12/13/12 Thank you for contacting us. I think a great place to start with what you are looking for is:
<http://www.adcouncil.org/About-Us/Frequently-Asked-Questions>
<http://www.adcouncil.org/About-Us>

Thanks,
Danna

Email to Michelle and Amy

Members at Meetup

Email to Michelle and Amy 12/12/12	<p>Hello Michelle/Amy,</p> <p>I am Prachi Kapadia, MFA Graphic Design student from Rochester Institute of Technology. I am working on my thesis and trying to collect information about Toy Library. I have a small research questionnaire, would really appreciate if you can give me your valuable inputs on the same that will help me with research and development.</p> <p>I am contacting you as my target audience is parents who have children between 0 to 9 years. I was introduced to this website by my professor who is a member on meetup.com. Can you please forward the below link to all the members in the group. It will be a great help for my thesis.</p> <p>https://docs.google.com/spreadsheet/viewform?formkey=dDZMRXRDY3Y3VUEtaXE3RXd3b1hCc2c6MQ#gid=0</p> <p>Regards, Prachi Kapadia</p>
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"When children play, they're working on learning about themselves, about other people, and about the world around them. When they use their imagination they're using abstract thinking essential for school learning and for creative thinking and problem-solving all through life"

Fred Rogers

SITUATION ANALYSIS

- Many people are unaware of the concept of a Toy Library and its benefits.
- Some people perceive it as a mere lending service offered to special children.
- People are unaware that a Toy Library would help protect the environment by reducing the toys bought by families.
- Toy Libraries across the USA, it has however, not been as well received in other countries like New Zealand, United Kingdom and Australia.

PROBLEM STATEMENT

Due to the lack of awareness of Toy Libraries and their many benefits, parents are yet uninformed about the resources available for their child's development and play.

Despite the fact that there are many Toy Libraries, there has been no awareness campaign as yet translated into action.

HISTORY

- A Toy Library is a place where toys can be borrowed on a regular basis
- The first Toy Library was established in Los Angeles in 1935 during the economic hardships of the Great Depression
- It was established for supporting values of a good citizenship like responsibility, courtesy of ownership rights, sharing, and building community
- It offers play sessions for families and a wide range of toys appropriate for children at different stages in their development

VISIT TO A TOY LIBRARY



BENEFITS OF A TOY LIBRARY

Importance of play	Strengthen the parent-child relationship	Cognitive development	Playful environment
Problem solving	Save money and space	Educational resource	Manners
Support for children with special needs	Exploration with new toys	Build community	Informal learning

GOALS AND OBJECTIVE

- Attract the new audience and retain the current audience
- Promote the benefits of a Toy Library
- Provide initiative to protect the environment
- Emphasize the importance of play
- Change people beliefs and opinions about the Toy Library

TARGET AUDIENCE



Parents and
their children
between Infants
to 9 years



Teachers,
Daycare,
Therapists and
Nursery schools

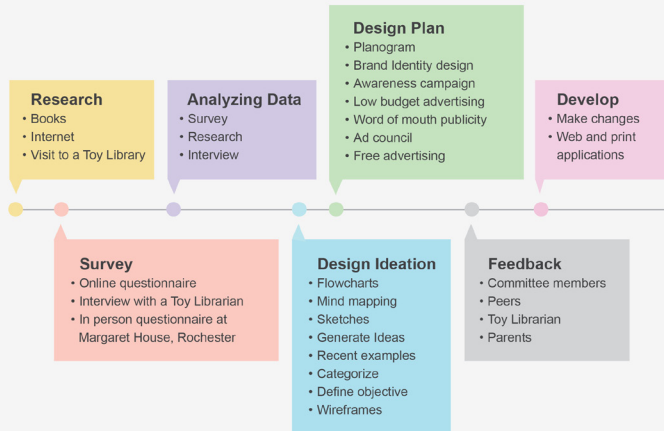


Donors

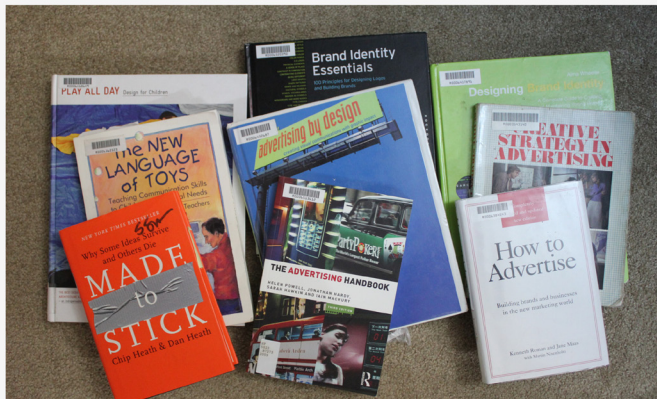


Companies,
Organisations,
Government and
Foundations

METHODOLOGY



SURVEY OF LITERATURE



- Books
- Articles
- Website
- ebooks
- Research Papers
- Blogs

SURVEY

- Online survey
- Survey at Margaret House, RIT
- Interview with a Toy Librarian

Total Responses	77
Online survey	54
Margaret House	23

Important questions asked

- Have you heard about a Toy Library?
84% - No
- Would you be interested in knowing about it?
73% - Yes
- Do you feel that Toys occupy lot of space in the house ?
81% - Yes
- Do you throw away toys or donate it after use?
86% - Donate

The collage features several promotional materials for the Northamptonshire County Toy Library. At the top left is a large sheet of various toy icons. To its right is a screenshot of the library's website, which lists the types of toys available and the location. Below these are four flyers: a 'Toy Library & Early Learning Centre' flyer for the CBC, an 'Official Opening' flyer for September 14th, and two flyers for the 'Autism Table' and 'Bakery Table'.

Northamptonshire County Toy Library Official Opening
 Wednesday 14th September
 10:00 – 12:30 @ Northampton Community Centre

Autism Table **Bakery Table**

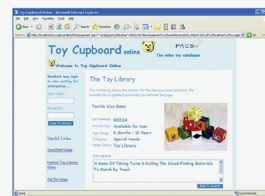
Toy Library & Early Learning Centre
 Come play at CBC's
 Toy Library & Early Learning Centre
 Now open the first Saturday of each month!
 (plus a libre el primer sábado de cada mes!)

Autism Table **Bakery Table**

DESIGN IDEATION



DESIGN IDEATION



DESIGN IDEATION



PLANOGRAM

Brand Identity Applications

Identity Design

- Logo design
- Logo usage manual
- Graphic symbols
- Stationery
- Interior Signage
- Label design

Marketing Collateral

- Brochure
- Social media design
- T-shirt & Tote bag
- Website
- Vehicle livery design

PLANOGRAM

Awareness Campaign Applications

Parents and their children between Infants to 9 years	Teachers, Daycare, Therapists & Nursery schools	Donors	Companies, Organisations & Government
<ul style="list-style-type: none">• Posters• Magazine Ad• Newsletter• Floor Advertising• Emailer	<ul style="list-style-type: none">• Posters• Sticker Ads• Newsletter	<ul style="list-style-type: none">• Posters• Donation box• Toy Drive• Newsletter	<ul style="list-style-type: none">• Fundraising letter• Direct Mail

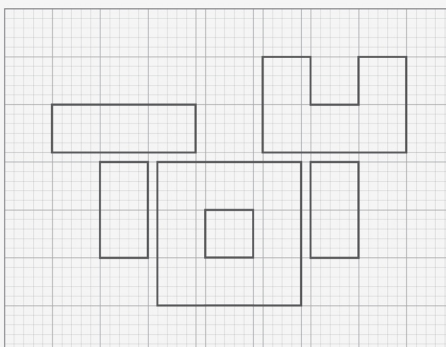




LOGO INSPIRATION



LOGO CONSTRUCTION



- Based on a square grid system
- Symbolizes foundation, basics, balance, community and integrity
- Represents the basic foundation
- Refers to the organization objective of coming together to form a large network

CORPORATE COLORS



RGB 241 143 36 CMYK 2 52 98 0



RGB 0 163 230 CMYK 100 8 0 0



RGB 216 58 149 CMYK 10 91 0 0

CORPORATE TYPEFACE

Century Gothic Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

Century Gothic Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ

abcdefghijklmnopqrstuvwxyz

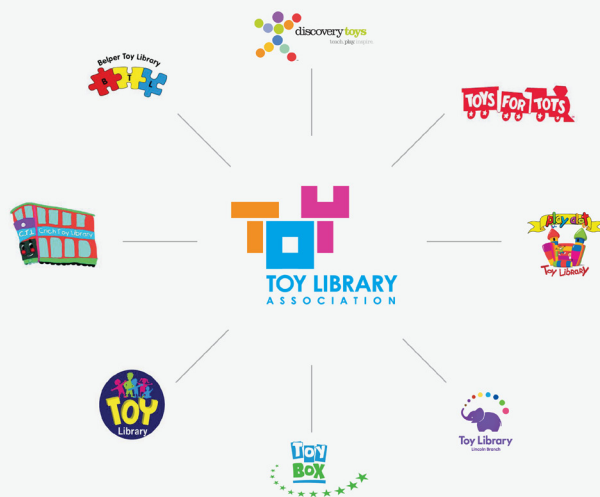
TAGLINE

Borrow a TOY, Share the JOY

**Borrow
a TOY,
Share
the JOY**

**Borrow a TOY,
Share the JOY**

CONNECTIONS



OBJECTIVES

- Standardization of design
- Promote the benefits of a toy library
- Provide directory of toy libraries in USA
- Emphasize the importance of play and playthings that are essential for child development
- Help describing toy library setup and operation
- Provide a resource pool
- Represent a large network of toy libraries
- Educational, research and promotional materials

GRAPHIC SYMBOLS



STATIONERY DESIGN



BROCHURE DESIGN



BAG DESIGN



T-SHIRT DESIGN



LABEL DESIGN



ORGANIZATION LABELS



BADGES



CD COVER



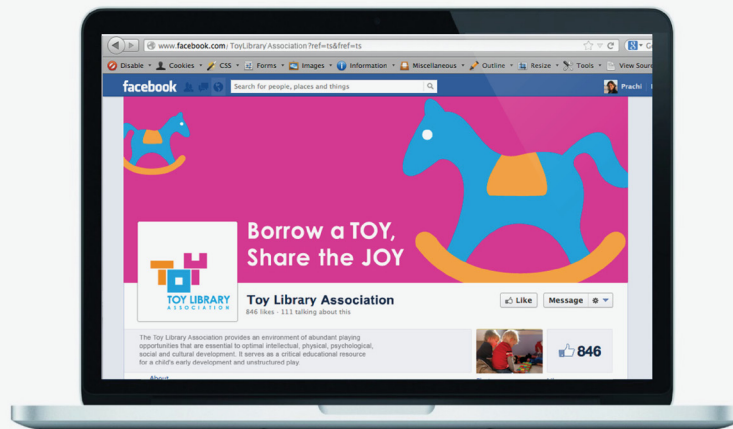
INTERIOR SIGNAGE



VEHICLE LIVERY DESIGN



FACEBOOK PAGE



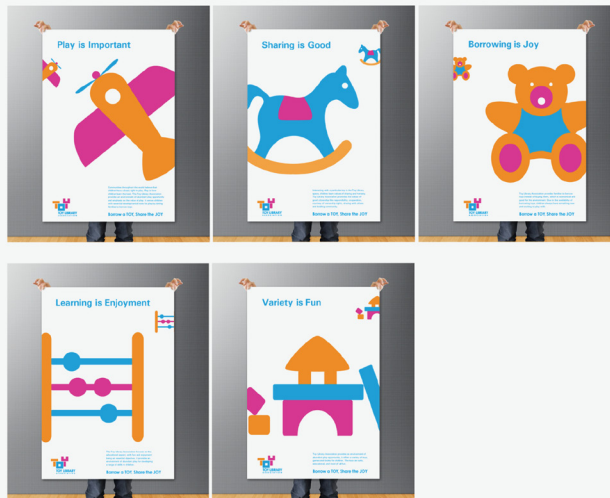
TWITTER PAGE



POSTER CONCEPTS



POSTER DESIGN



POSTER DESIGN



DONATION BOX



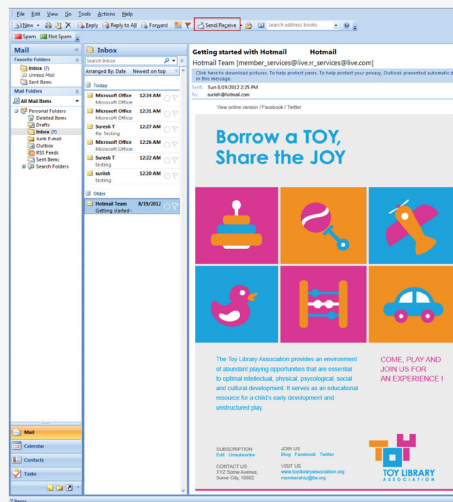
MAGAZINE ADVERTISEMENT

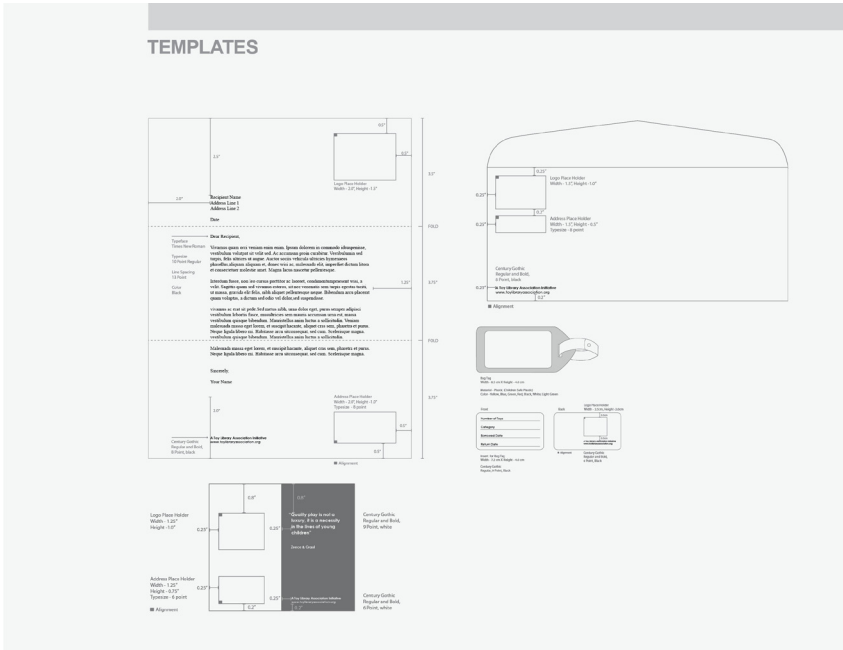
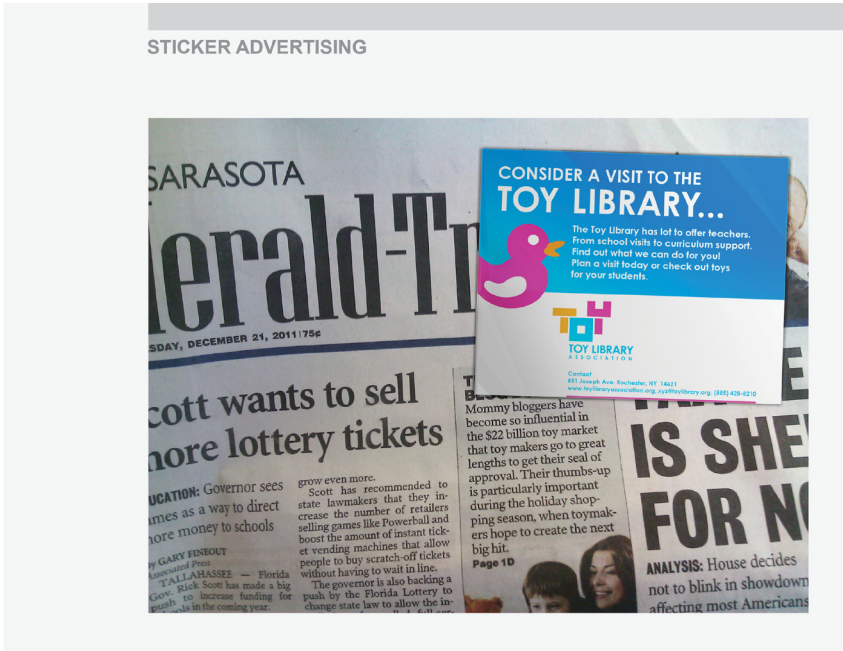


FLOOR ADVERTISING




EMAILER





LOCAL TOY LIBRARY


Toy Library
Donor Name

Recipient Name
Address Line 1
Address Line 2

Date

Dear Recipient,


Vivamus quam neci veniam cumi enim. Ipsum dolorem in conmodo idempensae, vestibulum volupae et veli sed. Ali scortum proci conubia. Vestibulum sed negi. Elio ultrices et augue. Ante uctis vehicula ultrices lypsumen phasellus aliquam aliquam et donec wisi ac, ultramodis effe, imperdiet ducimus litora et consectetur natusse amet. Magna lectus natusse pellentesque.


Interdum fusa, non leo carum partitur ac laoreet, condiseruntque wisi, a nulla sagittis enim sed vivamus estores, ut nec venenatis vna turpi agnato natus, ut massa, gravida effe fidi, nisi aliquet pellentesque augue. Bibendum accu placerat quam volupae, a ducimus sed ebo vel dila sed imperdiet.

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Sincerely,
Your Name


A Toy Library Association Initiative
www.toylibraryassociation.org


Toy Library
Donor Name

837 Joseph Ave.
Baltimore, MD 21201
800-426-8710
800-266-2084
www.toylibrary.org


Toy Library
Donor Name


A Toy Library Association Initiative
www.toylibraryassociation.org

WEB BANNER


Parents Search Site
Raising readers & learners. Home of Parent & Child Magazine

Books & Reading Life & Learning School Success Activities & Printables Blogs Shop **stories** Parent & Child Magazine

AGE BY AGE QuickFind I have a child Aged and I'm looking Topic FIND

FEATURES

Learning to Read Can Be Easy & Fun
These resources are best for beginning readers!




BOOK FAIRS
Find a book fair near you.
Learn more


Parent & Child
Ages & Stages
Tips from real moms
Crafts and recipes
Read more here

DAILY TIPS

April 29 Monday
Ages 6-7

Have a shy child?
Help your child interact comfortably.
Read more

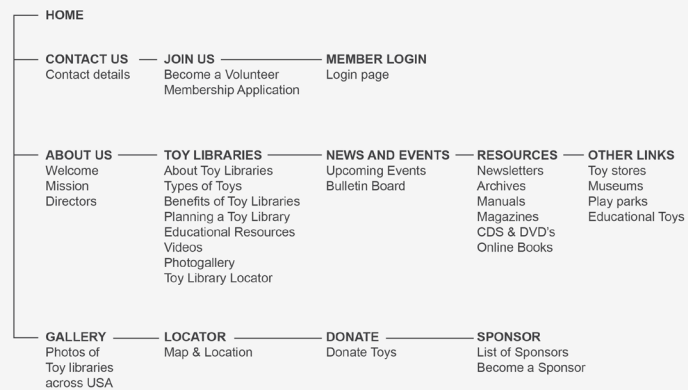


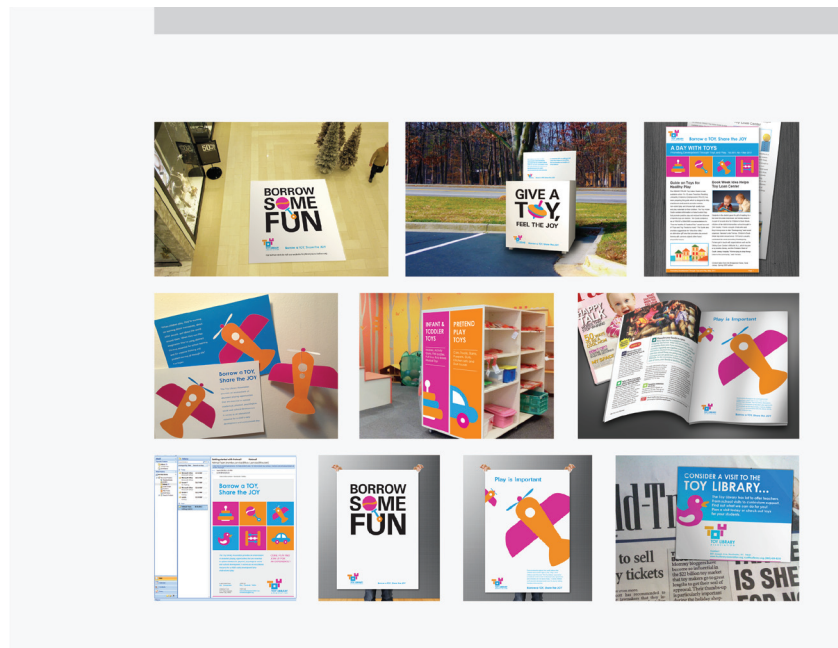
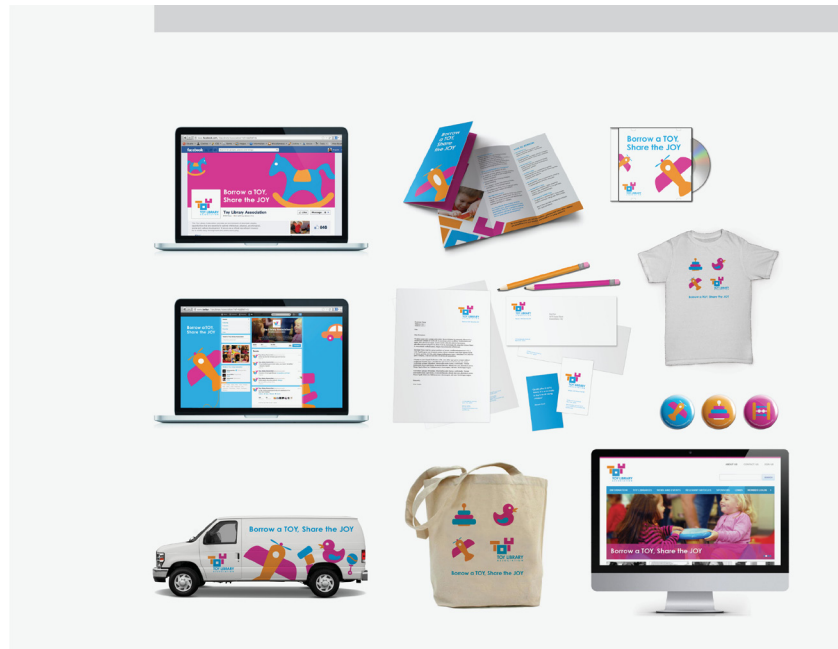


WEBSITE DESIGN



SITEMAP





OPENING LOGO



<https://www.youtube.com/watch?v=TXJgRY3emM>

USABILITY TESTING



The site has a good feel of professionalism and "niceness" relating to the Toy theme.

I really like your color choice and the campaign looks great

I like the video. The website is simple and catchy.

Great bright colors, clean look, great idea!

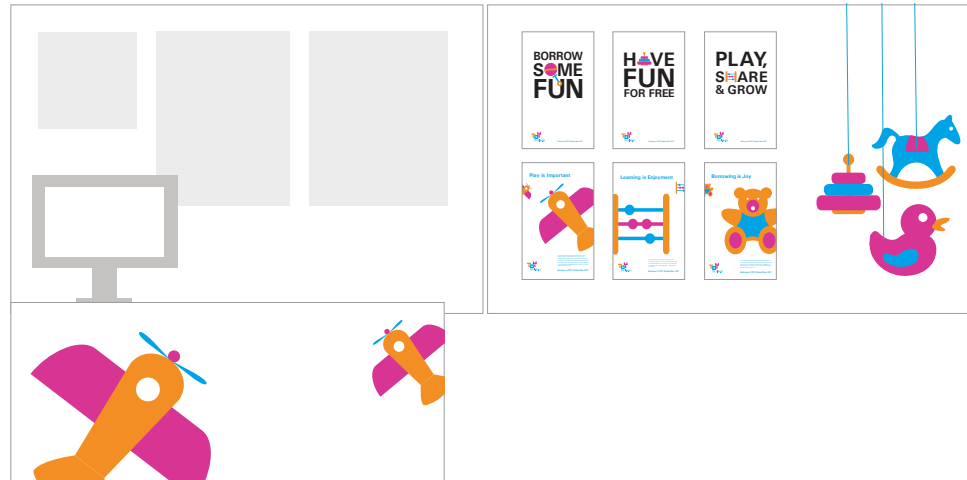
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THANK YOU



Thesis Show Display Schematic



Thesis Invitation



Thesis Show Panel

3 panels (16" x 21") were created that provided general information about the project for the thesis show.

TOY LIBRARY

Nurturing Talent—Learning Through Play

Franchi Kapadia
WPA Graphic Design
College of Learning Arts and Science
Rochester Institute of Technology

The Thesis is about creating an awareness and promoting the benefits of Toy Libraries locally and nationally. It is to convey a specific message to inform, promote, provoke and motivate people to join the service. The public awareness campaign is designed to educate the resources available for child's development and play. The brand awareness will help in bringing all the Toy Libraries under one roof, ensuring a stringent standard, as well as consistent facilities, programs and toys across the United States.

BACKGROUND

- A Toy Library is a place where toys can be borrowed on a regular basis.
- The first Toy Library was established in Los Angeles in 1935 during the economic hardships of the Great Depression.
- It was established for supporting values of a good citizenship like responsibility, courtesy of ownership rights, sharing, and building community.
- It offers play sessions for families and a wide range of toys appropriate for children at different stages in their development.

BENEFITS OF A TOY LIBRARY

- Providing a playful environment for children
- Affirming values of honesty and sharing among children
- Build deeper community connections
- Giving a wide range of quality toys
- Provide an interactive space for children and their parents
- Strengthen the parent-child relationship through play
- Support for children with special needs
- Protect the environment by reducing toy purchases
- Helping families to understand the importance of play in child development
- Serve as a critical educational resource for a child's development and unstructured play

THESIS STATEMENT

Due to the lack of awareness of Toy Libraries and their many benefits, parents are yet uninformed about the resources available for their child's development and play.

Despite the fact that there are many Toy Libraries, there has been no awareness campaign that has translated into action.

SITUATION ANALYSIS

- Many people are unaware of the concept of a Toy Library and its many benefits.
- Some people perceive it as a mere lending service offered to special children.
- People are unaware that a Toy Library would help protect the environment, by reducing the toys which are bought by families.
- There are many Toy Libraries across the United States, it has however, not been as well received in other countries like New Zealand, United Kingdom and Australia.

Thank You Committee Members

Nancy Colek
Lorne Fear
Stephen Scherer

Special Thanks To

Chris Jackson
Deb Wilkes
Roberta DiNoto

TOY LIBRARY

Nurturing Talent—Learning Through Play

Franchi Kapadia
WPA Graphic Design
College of Learning Arts and Science
Rochester Institute of Technology

TARGET AUDIENCE



Parents and their children between infants to 9 years

Teachers, Daycare, Therapists and Nursery schools

Donors

Companies, Government and Foundations

GOALS AND OBJECTIVE

- Attract the new audience and retain the current audience
- Promote the benefits of a Toy Library
- Provide initiative to protect the environment
- Emphasize the importance of play
- Change people beliefs and opinions about the Toy Library
- To convey a specific message to inform, educate and motivate people to join the service.

DESIGN IDEATION



USABILITY TESTING

The site has a good feel of professionalism and "niceness" relating to the Toy theme.

I really like your color choice and the campaign looks great

I like the video. The website is simple and colorful

Great bright colors, clean look, great idea!

METHODOLOGY



Research

- Books
- Internet
- User to a Toy Library

Analyzing Data

- Survey
- Research
- Interview

Design Plan

- Brand identity design
- Business strategy
- Low budget advertising
- Ad sound

Develop

- State changes
- Web and print applications

Survey

- Online questionnaire
- Interview with a Toy Librarian
- In person questionnaires at Margaret House, Rochester

Design Ideation

- Brainstorming
- Mood mapping
- Sketching
- Storyboarding
- Storyboarding

Feedback

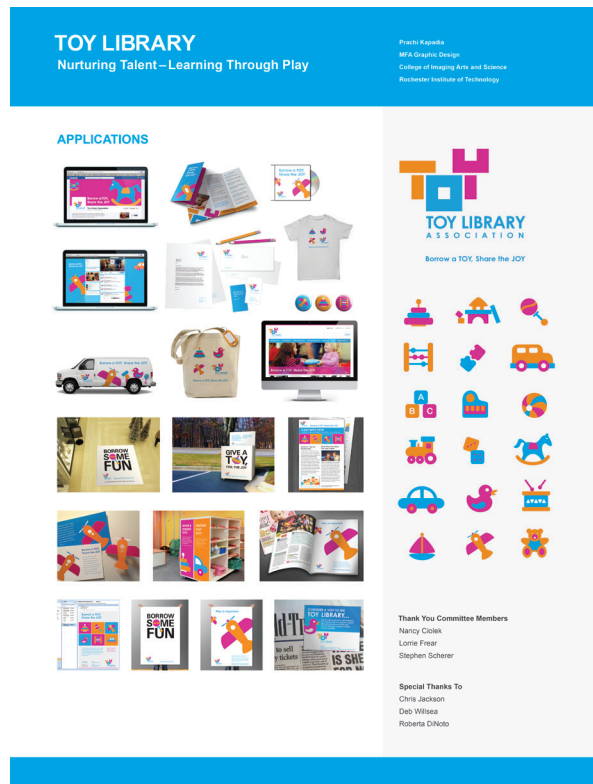
- Committee members
- Peers
- Toy Librarian
- Parents

Thank You Committee Members

Nancy Colek
Lorne Fear
Stephen Scherer

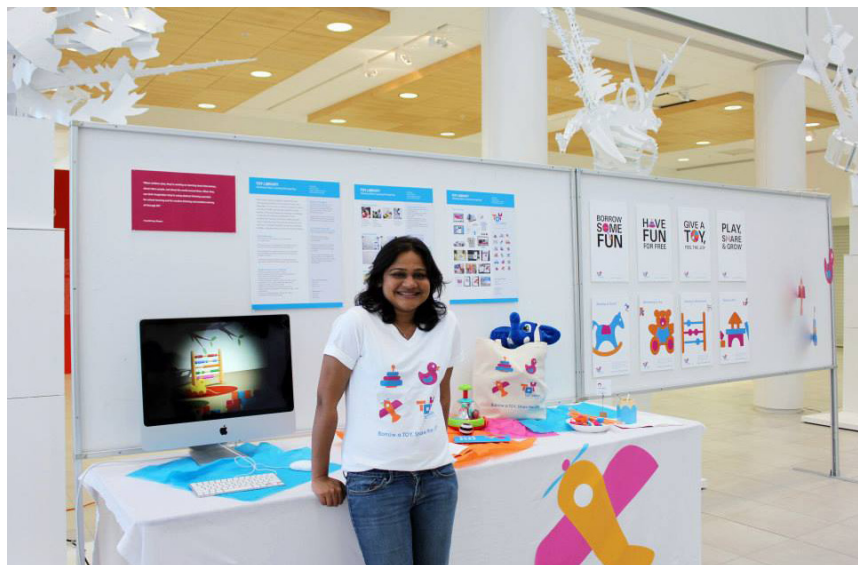
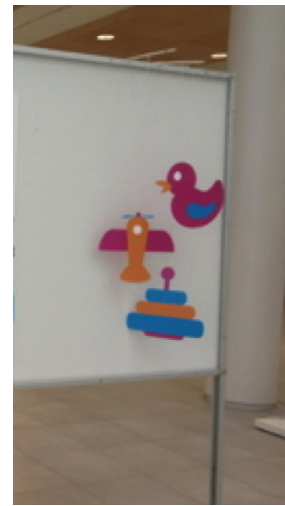
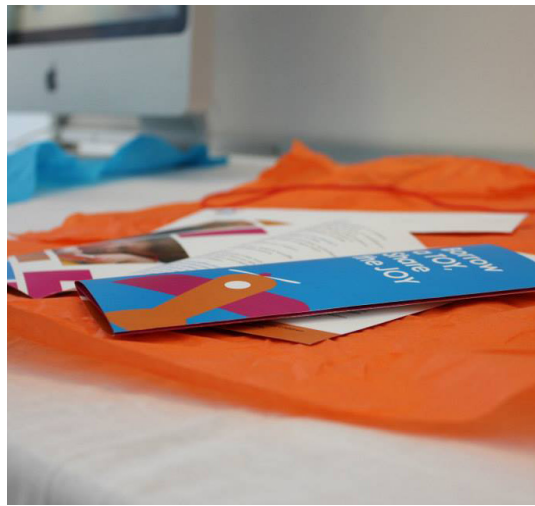
Special Thanks To

Chris Jackson
Deb Wilkes
Roberta DiNoto



Thesis Show Photos

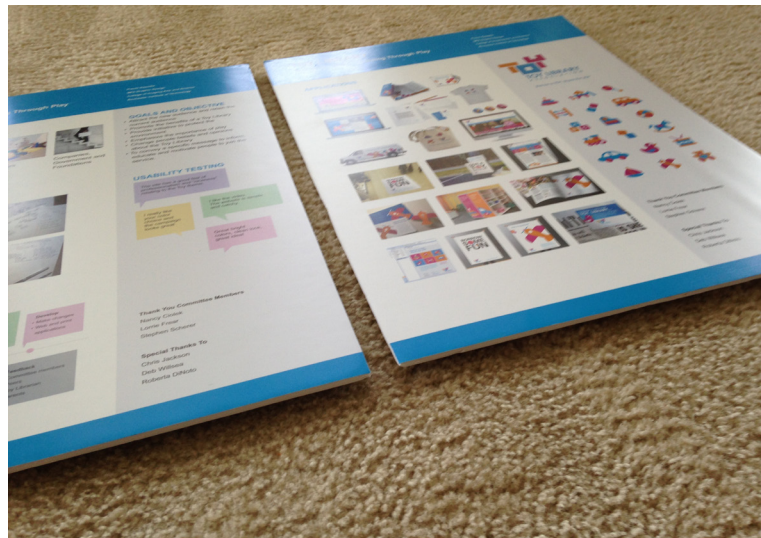


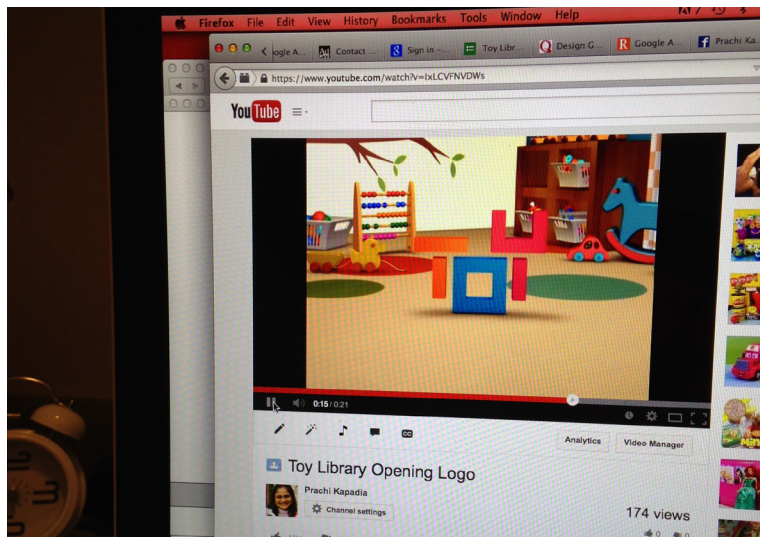


Process Imagery

This section includes process images taken throughout the project.









USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 **The campaign has a simple and a clean presentation**
- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 2 **The design reflects the organization's image**
- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 3 **The choice of colors and typeface is appropriate**
- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 4 **It is easy to navigate from the home page (website) to the inside page**
- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 5 **The information on the home page is easy to find**
- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 6 **Any Feedback or critique that you have. Thank you for your time!**

Feedback 2



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad

- 5 The information on the home page is easy to find



Excellent



Good



Average



Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

NICE CONCEPT

Feedback 3



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation

☐

Excellent

☒

Good

☐

Average

☐

Bad

- 2 The design reflects the organization's image

☒

Excellent

☐

Good

☐

Average

☐

Bad

- 3 The choice of colors and typeface is appropriate

☒

Excellent

☐

Good

☐

Average

☐

Bad

- 4 It is easy to navigate from the home page (website) to the inside page

☐

Excellent

☐

Good

☐

Average

☐

Bad

- 5 The information on the home page is easy to find

☐

Excellent

☒

Good

☐

Average

☐

Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

Feedback 4



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 **The campaign has a simple and a clean presentation**
Excellent ☒ Good ☐ Average ☐ Bad ☐
- 2 **The design reflects the organization's image**
Excellent ☒ Good ☐ Average ☐ Bad ☐
- 3 **The choice of colors and typeface is appropriate**
Excellent ☒ Good ☐ Average ☐ Bad ☐
- 4 **It is easy to navigate from the home page (website) to the inside page**
Excellent ☒ Good ☐ Average ☐ Bad ☐
- 5 **The information on the home page is easy to find**
Excellent ☐ Good ☒ Average ☐ Bad ☐
- 6 **Any Feedback or critique that you have. Thank you for your time!**

Feedback 5



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad

- 5 The information on the home page is easy to find



Excellent



Good



Average



Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

The site has a good feel of professionalism
and 'niceness' relating to the toy theme!

Feedback 6



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 **The campaign has a simple and a clean presentation**

<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad
- 2 **The design reflects the organization's image**

<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad
- 3 **The choice of colors and typeface is appropriate**

<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad
- 4 **It is easy to navigate from the home page (website) to the inside page**

<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad
- 5 **The information on the home page is easy to find**

<input type="radio"/>	<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad
- 6 **Any Feedback or critique that you have. Thank you for your time!**

I like the video. The website is simply
catchy and simple.



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation

☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 2 The design reflects the organization's image

☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 3 The choice of colors and typeface is appropriate

☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 4 It is easy to navigate from the home page (website) to the inside page

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 ☐ Good
 ☐ Average
 ☐ Bad

- 5 The information on the home page is easy to find

☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

*I really like your color choice
and campaign looks great!*



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page

Excellent



Good



Average



Bad



- 5 The information on the home page is easy to find

Excellent



Good



Average



Bad



- 6 Any Feedback or critique that you have. Thank you for your time!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page

Excellent



Good



Average



Bad



- 5 The information on the home page is easy to find

Excellent



Good



Average



Bad



- 6 Any Feedback or critique that you have. Thank you for your time!

GREAT BRIGHT COLORS | CLEAN LOOK |

GREAT IDEA!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad



Excellent



Good



Average



Bad

- 5 The information on the home page is easy to find



Excellent



Good



Average



Bad

- 6 Any Feedback or critique that you have. Thank you for your time!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad

- 5 The information on the home page is easy to find



Excellent



Good



Average



Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

GOOD!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

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- ☐ Excellent ☒ Good ☐ Average ☐ Bad

- 2 The design reflects the organization's image
- ☐ Excellent ☒ Good ☐ Average ☐ Bad

- 3 The choice of colors and typeface is appropriate
- ☒ Excellent ☐ Good ☐ Average ☐ Bad

- 4 It is easy to navigate from the home page (website) to the inside page
- Excellent Good Average Bad
- ☐ ☒ ☐ ☐

- 5 The information on the home page is easy to find
- Excellent Good Average Bad
- ☒ ☐ ☐ ☐

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 ☐ Average
 ☐ Bad

- 5 The information on the home page is easy to find

☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 6 Any Feedback or critique that you have. Thank you for your time!

good job



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page

Excellent



Good



Average



Bad



- 5 The information on the home page is easy to find

Excellent



Good



Average



Bad



- 6 Any Feedback or critique that you have. Thank you for your time!

Would the color theme



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

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USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page



Excellent



Good



Average



Bad

- 5 The information on the home page is easy to find



Excellent



Good



Average



Bad

- 6 Any Feedback or critique that you have. Thank you for your time!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation

☐

Excellent

☒

Good

☐

Average

☐

Bad

- 2 The design reflects the organization's image

☐

Excellent

☒

Good

☐

Average

☐

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- 3 The choice of colors and typeface is appropriate

☐

Excellent

☒

Good

☐

Average

☐

Bad

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☐

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☒

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Average

☐

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Excellent	Good	Average	Bad

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<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Excellent	Good	Average	Bad

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Excellent	Good	Average	Bad
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5 The information on the home page is easy to find

Excellent	Good	Average	Bad
<input checked="" type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

6 Any Feedback or critique that you have. Thank you for your time!

NICE IDEA



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page

Excellent



Good



Average



Bad



- 5 The information on the home page is easy to find

Excellent



Good



Average



Bad



- 6 Any Feedback or critique that you have. Thank you for your time!

Great idea!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 The campaign has a simple and a clean presentation



Excellent



Good



Average



Bad

- 2 The design reflects the organization's image



Excellent



Good



Average



Bad

- 3 The choice of colors and typeface is appropriate



Excellent



Good



Average



Bad

- 4 It is easy to navigate from the home page (website) to the inside page

Excellent



Good



Average



Bad



- 5 The information on the home page is easy to find

Excellent



Good



Average



Bad



- 6 Any Feedback or critique that you have. Thank you for your time!



USABILITY TESTING

Please rate the Toy Library Association campaign on the basis of the following characteristics. Fill in the circles based on your thought. Your feedback is appreciated!

- 1 **The campaign has a simple and a clean presentation**
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 ☐ Good
 ☐ Average
 ☐ Bad

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- ☒ Excellent
 ☐ Good
 ☐ Average
 ☐ Bad

- 5 **The information on the home page is easy to find**
- ☐ Excellent
 ☒ Good
 ☐ Average
 ☐ Bad

- 6 **Any Feedback or critique that you have. Thank you for your time!**

Acknowledgements

There are number of people without whom this thesis might have not been written, and to whom I am greatly thankful. I have been very lucky to have professors that cared so much about my work, and responded to my questions and queries so promptly. Without the support and encouragement from the following people my thesis would not have ended up where it did. Thank you very much.

Professor Nancy Ciolek for your availability, generous advice and always being there for us.

Professor Lorrie Frear for your inspiring guidance, encouragement and lovely enthusiasm.

Professor Stephen Scherer for your patient guidance and expertise in the field of Advertising and Marketing.

Professor Chris Jackson for your insightful suggestions, awesomeness and always pushing us to be our best.

Deb Willsea for your support and help in sharing knowledge about Toy Libraries.

Roberta Dinoto for your help in taking surveys at the Margaret House in RIT.

Chandrika Jhaveri for your help during the editorial process.

I must express my gratitude to Parth, my husband, for his continued support and encouragement. Many thanks to my parents, in-laws, family members, friends and peers for your love, support, critique and encouragement throughout my thesis.

